

News Release

Hakuhodo Inc.
Hakuhodo DY Media Partners Inc.
D.A.Consortium Inc.

HAKUHODO DX_UNITED's digital creative team Quick Movie launches Team PiQ, Japan's first collaborative project with Pinterest Japan

**Will support the acceleration of purchasing behavior by developing creative that
captures the characteristics of users**

Tokyo, July 7, 2023— Hakuhodo Inc., Hakuhodo DY Media Partners Inc., and D.A.Consortium Inc. (DAC) are pleased to announce that Quick Movie, a digital creative team of HAKUHODO DX_UNITED, a cross-company strategic organization spanning all three firms, is working with Pinterest Japan G.K. to launch Team PiQ, a collaborative project to spur purchasing behavior.



In today's world, *sei-katsu-sha* (a term the Hakuhodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams) have a multitude of choices when it comes to the way they shop. More than the mere act of buying something, shopping is now a series of experiences that involve searching both online and offline, broadening and comparing one's options. With this change in *sei-katsu-sha* purchasing behavior, users who are eager to shop are being drawn to the visual search platform Pinterest. Survey results indicate that approximately 60% of Pinterest users in Japan utilize Pinterest for shopping and about 15% of them find products on Pinterest that they later purchase online. (See Note 1)

Team PiQ was launched with the objective to identify the characteristics of Pinterest users, grasp their latent needs and produce advertising that combines creative elements and the season, events, trends and other moments, to spur purchasing. By marrying Quick Movie's know-how in optimizing creative planning tailored to each digital platform and Pinterest Japan's data and knowledge of user interests, Team PiQ can design full-funnel campaigns that include Pinterest. Through this, Team PiQ can help companies with marketing activities that reflect current trends and needs and provide solutions to business challenges.

HAKUHODO DX_UNITED's Quick Movie will continue to strive to enhance the value of media and provide services that deliver high advertising effects.

Note 1: Source: "Survey of Online Platform Usage," Ipsos K.K. (commissioned by Pinterest; a survey conducted in Japan in October 2022 of Pinterest users who used Pinterest at least once a month regarding why they used Pinterest and what they did afterwards)

About Quick Movie

Quick Movie is an expert digital creative team that, by bringing together the Hakuhodo DY Group's long-honed creativity and extensive knowledge of data-based media planning, excels at effectively delivering to *sei-katsu-sha* videos tailored to awareness, branding, and the customer acquisition to fan nurturing process, among others, in the funnel.

<https://www.hakuhodo.co.jp/quickmovie/> (in Japanese)

About HAKUHODO DX UNITED

HAKUHODO DX UNITED is a cross-company strategic organization of Hakuhodo Inc., Hakuhodo DY Media Partners Inc., and D.A.Consortium Inc. that supports the digital transformation (DX) of clients and partner companies with integrated marketing DX and media DX.

<https://hakuhodo-dxu.com/> (in Japanese)

About Pinterest

Pinterest is the visual inspiration platform people around the world use to shop products personalized to their taste, find ideas to do offline and discover the most inspiring creators. Today, more than 450 million people come to the platform every month to explore and experience billions of ideas that have been saved. Headquartered in San Francisco, Pinterest launched in 2010 and has more than 400 million monthly active users worldwide. Available on iOS and Android, and at pinterest.com.

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The project name "Team PiQ" was inspired by the desire to bring together Pinterest and Quick Movie to create new ideas. It is also a reference to the word "pick" as in to "pick out" trends.