

December 1, 2016

Hakuhodo DY Media Partners Inc.

Hakuhodo DY Digital Inc.

Digital Advertising Consortium Inc.

Acxiom Japan Inc.

**Promoting the Use of Facebook Partner Categories:
Hakuhodo DY Media Partners, Hakuhodo DY Digital, and DAC team up with Acxiom
Japan to begin developing original segments in Facebook advertising**

Hakuhodo DY Media Partners, Hakuhodo DY Digital, Digital Advertising Consortium (DAC), and Acxiom Japan have kicked off development of original segments for Facebook advertising solutions with the goal of promoting the use of Facebook partner categories. (Both HDYMP and HDYD are headquartered in Minato-ku, Tokyo. HDYMP is headed by President and CEO Hisao Omori, while HDYD operates under President and CEO Akira Tsuji. DAC is based out of Shibuya-ku, Tokyo and headed by President and COO Masaya Shimada. Acxiom Japan is headquartered in Chiyoda-ku, Tokyo, and led by Frederic Jouve, Managing Director of Asia-Pacific and head of Japan operations).

In November 2014, Hakuhodo DY Media Partners teamed up with the Japan arm of Acxiom, a US-based firm that provides comprehensive multi-channel marketing platforms to more than 7,000 companies worldwide. The two have been working together to develop new services that will increase media value.

Today, Acxiom announced that it would begin providing the Facebook partner categories that use its proprietary data in Japan. Hakuhodo DY Media Partners, Hakuhodo DY Digital, and DAC are working with Acxiom Japan to develop segments for their advertising clients to promote the use of Facebook partner categories, particularly those for the automotive, IT, and luxury brand industries. Through these initiatives, the team hopes to create an environment that supports the planning and implementation of communication strategies that target detailed *sei-katsu-sha* value and behavioral categories, thus boosting ad value through more effective Facebook promotions.

Acxiom has built trust with its US and global customers thanks to its powerful commitment to ethical data usage for over four decades. The company has also worked in conjunction with numerous media giants, forming partnerships with Facebook, Twitter, and Amazon in the US as well as with Sina Weibo in China. These partnerships have yielded stronger advertiser sales.

The Hakuhodo DY Group and its partners are committed to ongoing progress in the development and provision of valuable services that strengthen *sei-katsu-sha* data-driven marketing response capabilities.

■ **For more information, contact:**

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Hakuhodo DY
digital_



Digital Advertising Consortium

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Acxiom Japan

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■ Acxiom Japan

Representative: Frederic Jouve, Managing Director of Asia-Pacific

Address: SR Building 8F, 2-12-8 Nagata-cho, Chiyoda-ku, Tokyo

Established: May 2013

Core business: Enterprise data management, data analysis–focused platform provider

The Acxiom Corporation is an enterprise data, analytics and software as a service (SaaS) company headquartered in Little Rock, Arkansas. For more than 40 years, Acxiom’s mission has been to generate new added value through data-data connections. Utilizing a channel and media neutral approach, the company leverages cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for its 7,000+ global clients. For more information about Acxiom, visit Acxiom.com.

■ Hakuhodo DY Digital

Representative: President and CEO Akira Tsuji

Head Office: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo

Established: April 2016

Core business: Digital media planning, content production and creation, data marketing, planning

■ Digital Advertising Consortium Incorporated

Representative: President and COO Masaya Shimada

Head office: Yebisu Garden Place Tower, 33F, 4-20-3 Ebisu, Shibuya-ku, Tokyo

Established: December 1996

Core business: Media services, DAS projects, operations services