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Hakuhodo DY Media Partners Inc.

Hakuhodo DY Digital Inc.

Hakuhodo DY Holdings Inc.

Advertising Benefit Predictive Planning Tool that Combines TV Commercials
and Online Video Ads

Starting Facebook Video Ad Simulation Menu Service with “TV Cross Simulator”

Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hisao Omori; “Hakuhodo DY Media Partners”), Hakuhodo DY Digital Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Akira Tsuji; “Hakuhodo DY Digital”), and the Marketing Technology Center of Hakuhodo DY Holdings (Headquarters: Minato-ku, Tokyo; President & CEO: Hirokazu Toda; “Hakuhodo DY Holdings”) have developed and offered “TV Cross Simulator”, the advertising benefit predictive planning tool that combines TV commercials and online video ads. As a functional update, they have started support for simulations of Facebook video ads.

The video ad market has continued to grow rapidly in recent years. Among video ads, in addition to the conventional “in-stream” video ads (video ads inserted into video content), “in-feed” video ads (videos inserted into the timeline) have shown remarkable growth. With this update, “TV Cross Simulator” has evolved into a tool that can meet the broader demands of advertisers by supporting Facebook, the major platform for providing in-feed video ads. With “TV Cross Simulator”, it is possible to simulate placement patterns for TV commercials and online video ads that optimize the target reach efficiency and ad recognition rate of ad campaigns by setting over 10 parameters, including the placement pattern, target audience (gender, age, etc.) and industry of TV commercials.

In addition to the target reach and ad recognition, from the perspective of changing consciousness through complex contact between TV commercials and online video ads, it can also simulate branding metrics such as product recognition, product interest, product favor, product involvement, and product purchase and use intent, enabling placement

proposals that further improve the advertising effect. From verification results of this simulator, it has been found that even with the same number of advertising contacts, contact on multiple devices improves the benefit of advertising more than contact on a single device.

Additionally, it supports customized simulation incorporating planning based on actual ad menus such as ad prices (placement conditions) and past placement performance of advertisers, and is capable of adding TV commercial placement patterns for each station or data at the time of placement as input data, realizing a more elaborate situation that takes TV commercial on air timing into consideration. This makes more effective cross media planning combining TV commercials and online video ads possible.

This tool was built based on the TV commercial operating performance which the Hakuhodo DY Group has worked many years to achieve, and the results of cross media campaign online surveys conducted with Video Research Interactive Inc., Google Inc., Yahoo Inc., and now Facebook Japan Inc.

Hakuhodo DY Group will make more effective cross media ad placement proposals combining TV commercials and online video ads, while combining ad spot operation for TV commercials cultivated over many years and the latest online video ads to offer solutions that further maximize ad investment benefit.

In the future, we will advance development and offering of each of these marketing tools and services, and promote strengthening sei-katsu-sha data-driven marketing response capabilities advocated by the Hakuhodo DY Group.

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