



Hakuhodo DY
media partners



HAKUHODO DAIKO YOMIKO

Four Hakuhodo DY Group Companies to Jointly Establish Hakuhodo DY Group Cross-Media Business Center

Tokyo—December 26, 2006—Hakuhodo DY Media Partners Inc., Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc., four Hakuhodo DY group companies, have announced they will establish Hakuhodo DY Group Cross-Media Business Center (XBC) on December 16. XBC will provide the entire Hakuhodo DY group with tailored media solutions that seamlessly integrate mass media, Internet and other advertising media.

The spread of Internet and other digital media in recent years has dramatically diversified and complicated the routes by which *sei-katsu-sha** receive information from the media. Advertisers, in turn, now demand that their agencies integrate and combine the best media, whether mass media or otherwise, to maximize the effects of their advertising and promotion strategies. In short, they look to us to choose specific solutions based on Touchpoint™ Planning. With this in mind, the Hakuhodo DY group established Hakuhodo DY Group i-Business Center (IBC), a cross-group unit serving all group companies.

The Hakuhodo DY group now takes this a step further with XBC, which is being established to create and expand business that integrates existing mass media and interactive media, a field in which the Hakuhodo DY group excels.

Functions and structure of XBC

By bringing together a client advertising and promotion strategy planning function and a seed development function leveraging work our media producers have been conducting with various media owners, XBC enables the provision new cross-media offerings custom-made for each client's needs. With cross-media product development, cross-media effectiveness verification method development and cross-media business development functions, XBC will offer total cross-media solutions, from new product development through to planning and producing. Cross-media specialist media planners, strategy planners, SP and promotion planners, creative directors, web producers and media producers from within

* *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumer's lives.

the Hakuhodo DY group will converge and work together at XBC. The new unit will be established adjacent to IBC in order to foster collaboration in the interactive media field and promote the creation of new advertising communication.

The Hakuhodo DY group companies have each been proactively introducing cross-media offerings. However, the establishment of the XBC gives the group a permanent specialized cross-media unit, allowing the concentration and advancement of information and knowledge across the entire group, rather than in individual jobs or specific sections. This will enable the group, together with media owners, to quickly provide clients with the effective new solutions that they need.

Hakuhodo DY Group Cross-Media Business Center

- Functions:
- 1) Cross-media product development
 - Planning and development of cross-media products
 - Cross-media product planning and implementation tailored to individual client needs
 - Development of organized and stereotyped crossing media planning technique through the above-mentioned activities.
 - 2) Cross-media effectiveness verification method development
 - Development of cross-media effectiveness verification methods for cross-media products
 - 3) Cross-media business promotion
 - Promotion of developed cross-media products and support for the work of three advertising agencies of the Hakuhodo DY group

Executive Producer: Hitoshi Kurosaki (Corporate Officer, and Executive Manager, i-Business Promotion Department, Hakuhodo Inc.)

Deputy Executive Producer: Yuji Niikura (General Manager, Account Strategy Division, Hakuhodo DY Media Partners Inc.)

Staff: Approx. 50

Establishment: December 16, 2006

Location: Shiodome City Center Building

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