



Hakuhodo DY
media partners



HAKUHODO DAIKO YOMIKO

Hakuhodo DY Group Develops Mobamax Package of Solutions for Mobile Phones

Tokyo—March 6, 2007—Hakuhodo DY Group i-Business Center, a cross-Hakuhodo DY group unit formed to develop next-generation communications for digital media, announced today that it has developed and commenced marketing a new package of solutions for mobile phones called Mobamax.

In recent years mobile phones have become deeply entrenched in *sei-katsu-sha*^{*} lives as a “personal mass media” to the close to 95 million[†] Japanese subscribers that use them. Moreover, mobile phones are now being used for more than just phone calls, e-mail and other communications; their role as a life support is growing as mobile handsets are used as e-wallets, route navigation tools and more. This has advertisers clamoring for ways to use the mobile phone effectively in advertising, promotions, customer relationship management (CRM), etc. as a touchpoint with consumers.

The Hakuhodo DY group developed Mobamax as a package of solutions to support its clients’ advertising, sales promotion, CRM and other activities with mobile phone media. Mobamax breaks down *sei-katsu-sha* mobile purchasing into four phases—brand awareness, promotion, e-commerce, and CRM—packaging together an array of measures that work directly on targets via the mobile phones that they always have with them at each touchpoint along the way. By planning, implementing and managing optimal measures for each phase in sequence, Mobamax can create additional synergies. The development and marketing of Mobamax allows the Hakuhodo DY group to offer advertisers a one-stop service for mobile phone media at each phase of the purchasing process.

^{*} *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.

[†] There were approximately 95 million mobile phone subscribers in Japan as of January 31, 2007. (Source: Telecommunications Carriers Association)

Another significant feature of Mobamax is that it has been structured to enable its seamless integration with cross-media strategies incorporating newspapers, magazines, TV and other existing mass media.

With cooperation from Hakuhodo DY Media Partners and Hakuhodo DY i-Business Center the Hakuhodo DY group will offer Mobamax to its clients as a proprietary solutions package through its client interface operating companies Hakuhodo, Daiko Advertising and Yomiko Advertising.

■ About Hakuhodo DY i-Business Center

Hakuhodo DY i-Business Center was jointly established by the four Hakuhodo DY group companies (Hakuhodo DY Media Partners, Hakuhodo, Daiko Advertising and Yomiko Advertising) in February 2006 to promote the group-wide development of next-generation communications for digital media.

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