



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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New Hakuodo Unit, Hakuodo Universal Design, Established Diversity Village original survey panel service launched

Tokyo—June 1, 2009—Hakuhodo today established Hakuodo Universal Design, a new consulting and creative boutique for universal design.

In Japan, universal design, which seeks to improve the satisfaction *sei-katsu-sha** of differing needs and abilities, has spread exponentially in the construction and consumer product fields. However, Japan's application of universal design to information and communications is said to lag behind that of other countries.

Hakuhodo Universal Design sees universal design as a new business in the field of communications and, by focusing on the unvoiced inconvenience, unease and dissatisfaction felt by different *sei-katsu-sha*, will work toward improvement. The new unit offers production and consulting services that minimize marketing loss for companies.

Hakuhodo Universal Design's business is diverse, extending from creating products and stores and developing particular regions so that they take into consideration the needs of a greater range of people, through to production of more universal creative work, particularly printed matter, video images and Websites for advertising and communication, and also personnel training services. Through these offerings, Hakuhodo Universal Design will help companies build brands that are not only environmentally-friendly, but people-friendly as well. By shifting the goal of advertising from gaining the attention of specific targets to communication that reaches a broader range of people, Hakuhodo Universal Design will increase the power and social relevance of advertising.

A new survey panel called Diversity Village will also be launched to coincide with the establishment of Hakuodo Universal Design. Diversity Village is a "village of 100" individuals with differing ways of seeing and hearing things, unique ways of moving and behaving, and of differing nationalities, languages, environments and ages. The diverse opinions of Diversity

* *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 its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Villagers are a veritable treasure trove of ideas that can prize out challenges that would usually go unnoticed as well as ideas that can be reflected in client products and services.

As universal design is being advanced internationally and not only in Japan, Hakuhodo Universal Design will host the Japan office of the US-based Institute for Human Centered Design (IHCD), which works to popularize and inform the world about universal design. The unit will also invite learned people working internationally on this issue to become advisors and undertake joint research and international projects with Japanese governmental offices, companies and other organizations.

By crossing Hakuhodo's *sei-katsu-sha* insight philosophy with the essence of universal design, Hakuhodo Universal Design will enable Hakuhodo to offer clients even higher quality services.

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About Hakuodo Universal Design

- Executive Manager: Shigeki Inoue
Executive Manager, IHCD Japan; Director, International Association for Universal Design (IAUD); Advisor, User Science Institute Kyushu University; Adjunct Instructor, Tsukuba University of Technology.

Joined Hakuodo Inc. in 1987. Began universal service-based branding, design and communication development in 1997. Subsequently acted as universal design development leader of Hakuodo's Elder Business Development Div., before being appointed Executive Manager of Information Design Dept. 1 of the company's Corporate Communication Div. From April 2006, Inoue was a visiting fellow at the US-based Institute of Human Centered Design (IHCD) and guest researcher at Massachusetts Institute of Technology. He has been in his current role since June 2009.

Published works include *Yunibasaru sabisu: Subete no hito ga hibikiau shakai e* (Universal Service: Bringing Equilibrium to All People), Iwanami Shoten (2004); *Yunibasaru o tsukuru: Sosharu inkurujon* (Social Inclusion: Creating a "Universal" Platform), Iwanami Shoten (2006); and *Irasuto de wakaruru yunibasaru sabisu sekkyakujutsu* (Customer-Service Skills in Universal Service), Japan Management Association Management Center (2004).

Staff: 4 at the time of launch (staff will be increased as necessary)

- URL: www.hakuodo-ud.org (due to launch on June 1, 2009)
- Principle activities and service content
 - (1) Graphics and video images that reach more people
Designs that meet the four criteria of ease of reading, ease of viewing, ease of understanding and visual beauty, coupled with a creative process that uses a unique checking system, ensure printed matter and Web creative that reach more people. To make sure that video images speak to more people, we produce commercials, etc. with captioning, paying attention to fonts, speed and contrast with the background.
 - (2) Service and space development based on universal design mystery shopper insight
Diversity Villagers visit client facilities and showrooms anonymously to check them from four unique perspectives. From analysis of these perspectives, we identify problem areas and offer suggestions for improvement. We make proposals for everything from improving the people-friendliness of services and designing information that can be understood by all, through to the design of stores and facilities, and the development of spaces and regions. These integrated solutions incorporate both soft (services) and

hard (spaces) aspects. From public facilities to commercial outlets, leisure facilities and hospitals, Hakuhodo Universal Design develops services and spaces from the perspectives of a diverse array of customers.

(3) Training in universal design and customer service

Hakuhodo Universal Design offers training to foster recognition of the diversity of *sei-katsu-sha* and their needs, leading to joint conceptualization of products and services sought by a diversity of people. Two kinds of training are offered. Universal service-based customer service training teaches customer service and communication methods appropriate to all people, including those with disabilities and the aged; while Room of Diversity is workshop-based training where clients work with Diversity Villagers to become aware of the diversity of people's needs so as to improve their products and services and develop more inclusive communication. Training and workshops are tailored to the specific needs of each client.

About the Institute for Human Centered Design (IHCD)

Founded in 1978 as Adaptive Environments, IHCD is an international nonprofit organization dedicated to enhancing the experiences of people of all ages and abilities through excellence in design. IHCD's work balances expertise in applicable laws and codes with best practice in universal design and research to address new frontiers and gaps in the field. IHCD undertakes projects in five categories: Funded Projects, Consultation, Education and Promotion, Research, and Public Engagement. It the largest organization in the US focused on universal design.

Executive Director of Institute for Human Centered Design is Valerie Fletcher.

www.humancentereddesign.org

■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. (www.hakuhodo.jp) is the second largest advertising company in Japan, and the leading agency in the world's eighth largest agency group, according to *Advertising Age's* agency report 2008. Today, innovation and creativity are still at the heart of its operations. Hakuhodo shares with its clients an unmatched depth of knowledge about the relationship between people and brands—knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhodo pioneered in advertising. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo has 68 offices in 17 countries/regions, and 3,151 employees (as of May 1, 2009).

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhodo is one of three advertising agencies which, together with integrated media company Hakuhodo DY Media Partners, come under the umbrella of Hakuhodo DY Holdings Inc. (TSE: 2433) (<http://www.hakuhodody-holdings.co.jp/english/index.html>). Hakuhodo DY Holdings Inc., which was established in 2003 through the management integration of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc., was listed on the first section of Tokyo Stock Exchange in 2005.