



News

博報堂 広報室

HAKUHODO

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Hakuhodo partners with digital product studio Reaktor Japan to offer comprehensive support for enterprise customers in digitalization of business

Tokyo—November 1, 2016—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, is pleased to announce its business partnership with Reaktor Japan (Minato-ku, Tokyo; Aki Saarinen, CEO). Hakuhodo and Reaktor offer Innovation Generator for Enterprise, a comprehensive digital technology support service. The service helps companies develop new businesses and digitalize their existing businesses.

Having a long track record of developing outstanding digital products for numerous companies around the globe, Reaktor (headquartered in Helsinki, Finland) possesses various advanced digital expertise ranging from developing IoT services to robot and satellite development. Reaktor also provides low-cost, low-risk development methods at a startup-like speed.

A partnership between the two companies has made it possible to combine Reaktor's ability to bring ideas to life in digital technologies and Hakuhodo's idea-development methods, 'Sei-katsu-sha'¹-oriented design skills and networking abilities cultivated over the years.

Digital technology companies are thriving globally. It has become increasingly important for enterprises to apply technology to transform operations, develop new businesses, as well as digitalize existing businesses. Such efforts are actively being made by domestic and overseas companies.

Developed together with Reaktor Japan, Innovation Generator for Enterprise offers a one-stop, comprehensive and integrated support service by organizing new business ideation workshops, prototype development, post-launch growth planning, business restructuring through digitalization, etc.

The service tackles areas such as AI-driven customer service features, virtual showrooms using virtual reality (VR), or IoT systems for existing hardware, by seamlessly integrating market/user research, relevant user interface (UI) and user experience (UX) design, feature implementation planning, as well as product development and post-launch promotion campaigns.

Additionally, the use of lean startup methods minimizes risks while achieving faster pace and higher cost efficiency, compared to conventional business development process. Innovation Generator for Enterprises will be provided to clients in a wide range of businesses.

Together with Reaktor Japan, Hakuhodo will continue to develop services, utilising each other's expertise.

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未来を発明する会社へ。

Inventing the future with
sei-katsu-sha

¹ *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.

■ Innovation Generator for Enterprise Framework



Innovation Generator team will examine the issues companies face and offer proposals accordingly. Services range from holding 1-Day events like Ideathon or Hackathon to offering comprehensive support for new business development. Entire or partial programs can be provided to match the client company needs.

■ Workflow Example

1. Hold a workshop with the client. Present cutting-edge cases that use technology and latest consumer trends. Make additional suggestions to produce multiple ideas.
2. Survey and narrow down promising ideas.
3. Refine selected idea further, using advanced methods used globally in business development. Define business model and competitive strategies.
4. Build UX/UI from refined idea and conduct user interviews.
5. Assist in creating a simple P&L (Profit and Loss) statement based on sales forecast and cost of promising idea.
6. Validate the technical feasibility and the UX. Continue user interviews and develop features that are well-received by users.
7. Once features accepted by users are specified, conduct marketing and PR campaigns to support growth of the project.

	Hakuhodo	Reaktor
Theme	Social Future bookmark	Digitalization Briefing Nordic Startup Tour Hackathon
Idea	Ideation workshop Startup tech case study Etc.	Mockups Technology potential analysis Etc.
Build MVP	Customer journey design UI/UX design Help to build business model Etc.	UI design Agile product development User testing/POC Etc.
Growth	PR strategy design Running marketing campaign Etc.	Growth hacking Analytics & Data Science Maintenance & Support Etc.



■ About Reaktor Japan

Reaktor Japan is the Tokyo office of Reaktor, a digital product studio based in Helsinki, Finland. Combined with their New York office, Reaktor is home to over 400 design and software specialists. Reaktor has designed UI (user interface)/UX (user experience) that is in use by major companies on a global scale. Recent achievements include the development of the in-flight entertainment system, mobile application, and crew application system for Finnair and an interactive wall for Nasdaq. Reaktor has a proven track record of designing and developing digital services for major companies at startup-like speeds while using low-cost, low-risk development methods. As the key partner of Slush, the world's largest startup conference, Reaktor is also expanding into the venture capital business.

Company Overview

Name: Reaktor Japan K.K.

Location: 6823 Building #701, Roppongi 6-8-23, Minato-ku, Tokyo, Japan

Founded: February 27th, 2014

Representative: CEO Aki Saarinen

URL: reaktor.co.jp

■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhodo DY Group, the world's seventh largest agency company according to *Advertising Age's* "Agency Report 2016." Hakuhodo has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

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.

Renowned for its creativity, Hakuhodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhodo.jp



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sei-katsu-sha