

H+ launches its H+ Intelligence planning platform to accelerate *sei-katsu-sha*-centered marketing in ASEAN

Aiming to advance marketing activities and business growth

Tokyo—December 13, 2024—Hakuhodo Inc. and Hakuhodo DY ONE Inc. jointly established the global strategic network H+ (H Plus) (Note 1) in 2020. Since its inception, H+ has continued to expand, with 24 companies across nine countries working together as a unified team and achieving numerous results. Now, to further strengthen digital transformation (DX) in these countries, H+ has launched H+ Intelligence, a new planning platform to accelerate business growth for companies in ASEAN using *sei-katsu-sha*-centered planning. The new platform will be offered first in Thailand, Indonesia, and Vietnam.

H+ Intelligence

H+ Intelligence is a new system and structure designed to realize Hakuhodo's *Sei-katsu-sha* Insight (Note 2) philosophy at a higher level and to further advance planning. It provides an environment and framework for accessing anonymized and diverse *sei-katsu-sha* data. By leveraging AI-powered analytical platforms, it enables more vivid *sei-katsu-sha* insight and facilitates advanced planning.



Examples of New Value Provided by H+ Intelligence

(Including Group collaborations)

By analyzing data on *sei-katsu-sha* using the human capabilities of highly experienced and knowledgeable strategists in combination with AI technology, H+ Intelligence can reveal *sei-katsu-sha* insights and the true intentions behind *sei-katsu-sha*'s behaviors more precisely than ever before.

H+ Intelligence

A new system and structure designed to realize human-centered marketing based on Hakuholdo's *Sei-katsu-sha* Insight philosophy and InsightOut(r) planning method.

Planning Way

Output Image

○ Cross-country *sei-katsu-sha* insights

Extract and compare behaviors and emotions toward the same topic from *sei-katsu-sha* in different countries to uncover insights.

Grasp Cross-Country *Sei-katsu-sha* Insights

Extract and compare the emotions and behaviors of *Sei-katsu-sha* across countries

Extract *Sei-katsu-sha* attributes by category

Main Group	Female GEN X	Female GEN Y	Female GEN Z
Beauty & Personal Care	15.0%	11.5%	13.9%
Beverage Consumption	14.8%	11.2%	13.7%
Capital Markets	14.9%	15.6%	13.2%
Car Purchase & Financing	21.4%	13.3%	17.2%
Car Technology & Innovations	17.5%	10.7%	14.9%
Commercial Automotive	19.6%	11.0%	15.1%
Demographic Information	38.5%	28.9%	35.0%
Dining	16.6%	11.0%	16.4%
Electric Cars	20.1%	12.2%	16.1%
Fashion	3.2%	4.1%	4.4%
Financial Life	24.8%	21.6%	22.2%
Food and Nutrition	18.8%	17.0%	17.6%
Food Consumption	25.0%	21.3%	21.0%
Health and Fitness	23.0%	21.2%	20.7%
Home Appliances	7.6%	4.4%	5.3%
Home Electronics	11.3%	5.9%	8.8%
Hybrid Cars	16.9%	11.3%	14.7%

Compare *Sei-katsu-sha* insights by country

Health: Holistic beauty is trend across regions

Beauty from Conscious living

Holistic wellness beauty

Active / Athletic beauty

○ Discover the brand's unique identity

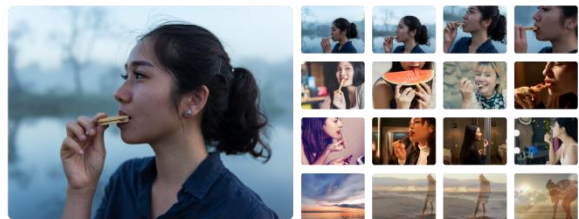
Analyze brand assets and online information using AI to highlight the characteristics of the brand.

Reveal Brand Archetypes

Analyze brand assets from the perspective of brand archetypes to uncover unique identities



Frames in your ad that signify the Innocent archetype



Futurism	9.8%	1.5%	4.8%	2.0%	4.7%	1.9%	2.1%
Solarpunk	5.7%	0.5%	0.5%	0.5%	0.7%	0.2%	0.5%
Photorealism	4.9%	5.3%	13.6%	13.6%	7.1%	9.4%	10.1%
Retro-Futurism	3.8%	0.6%	4.9%	1.4%	5.7%	2.4%	1.0%
Boujee	3.7%	3.8%	8.8%	12.6%	2.4%	5.2%	5.8%
Classicism	1.0%	0.3%	4.7%	3.6%	0.8%	2.1%	1.8%
Adventurecore	3.5%	5.7%	2.2%	2.3%	3.0%	11.4%	5.9%
Rangercore	1.6%	9.4%	2.4%	3.1%	4.6%	11.4%	5.7%
Urbancore	1.4%	0.9%	1.5%	1.8%	5.1%	1.0%	1.2%
New Age	2.4%	0.3%	4.5%	3.8%	2.9%	1.5%	2.0%
Gadgetpunk	3.1%	1.2%	0.9%	0.5%	1.5%	0.7%	0.7%

○ Explore the potential culture and values of *sei-katsu-sha*

Analyze *sei-katsu-sha*'s emotions and their deep contexts from social media posts.

Perceive *Sei-katsu-sha* Culture

Uncover *sei-katsu-sha*'s emotions and hidden subcultures with social media data intelligence

Green tea shot

Popular Posts



Keywords

- Whiskey
- 2022
- Smoothie recipes
- Café
- Bar
- Milk
- Breakfast
- Ice
- Week
- Instagram
- Drink
- Tea
- Cocktail
- Green
- Connect
- Connect people
- San Diego

Subculture

Boujee	21.95%
Mad Scientist	17.07%
VSCO girl	14.63%
New Age	7.32%
Craftcore	4.88%
Minimalism	4.88%
Yuppie	4.88%
Brocore	2.44%

Emotion

Happiness	38.3%
Serenity	17.07%
Solitude	12.77%
Vitality	12.77%
Fear	10.64%
Boredom	2.13%
Community	2.13%
Guilt	2.13%

- Extract new insights from conversations with virtual *sei-katsu-sha* created with generative AI. It is possible to dig deeper into insights through dialogue with virtual *sei-katsu-sha*.

Dialogue with Virtual *Sei-katsu-sha*

Discover rich insights through interaction with virtual *sei-katsu-sha* pre-trained with human insights

An array of virtual *sei-katsu-sha*



Conversations with virtual *sei-katsu-sha* that can ignite new insights



H+ has established strategic partnerships and investments with many partner companies to advance their marketing DX and media DX, enhancing effectiveness across four key areas: advertising, owned media, commerce, and CRM. It built and expanded the H+ Growth Ecosystem to evolve companies marketing activities and promote business growth.

H+ Intelligence functions as the core of the H+ Growth Ecosystem. It conducts *sei-katsu-sha* insight analysis combining Hakuodo proprietary data, the client's first-party data, and platform operator data to analyze *sei-katsu-sha* insights according to the objective. Leveraging the Hakuodo DY Group's global network and focusing on the four key areas, we enhance the evolution of companies' marketing activities and promote business growth.



In its Medium-Term Business Plan (Note 3) starting in fiscal 2024, the Hakuholdo DY Group lays out its goal of transforming from a traditional group of advertising companies to a creativity platform. With *sei-katsu-sha*-centered creativity as its edge, the Group aims to generate new relationship value. Moving forward, H+ will continue expanding the H+ Growth Ecosystem, working to solve business challenges in the APAC region both within and outside the Group.

Notes:

1. H+ (H Plus)

<https://www.hakuhodo-global.com/news/hakuhodo-and-dac-launch-cross-company-strategic-organization-h.html>

2. *Sei-katsu-sha* Insight

Sei-katsu-sha insight is the foundation for Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

3. Hakuholdo DY Group's Medium-Term Business Plan

<https://www.hakuhodody-holdings.co.jp/english/group/businessplan.html>

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