

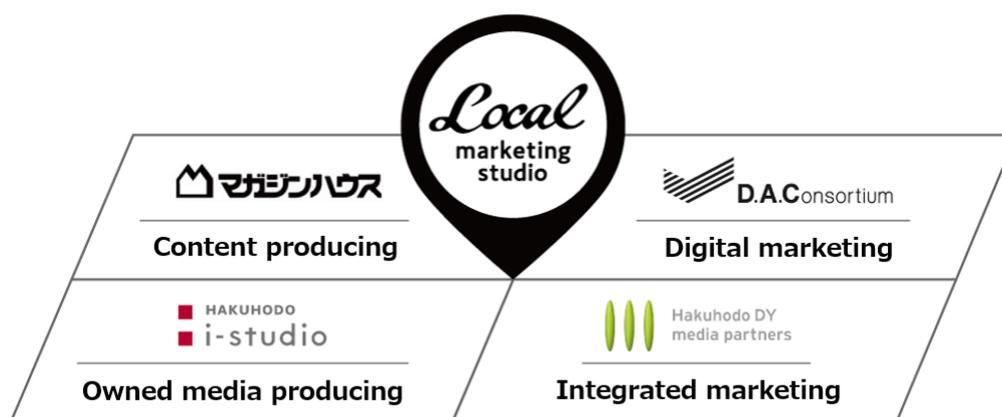
News Release

D.A.Consortium Inc.
Hakuhodo DY Media Partners Inc.
HAKUHODO i-studio Inc.

**DAC, Hakuhodo DY Media Partners and Hakuhodo i-studio
offer content marketing solution for regional vitalization
together with Magazine House**

Tokyo, October 4, 2018 --- D.A.Consortium Inc. (DAC), Hakuhodo DY Media Partners Inc. (Hakuhodo DYMP), and Hakuhodo i-studio Inc. (Hakuhodo i-studio) together with Magazine House Co., Ltd. (Magazine House) are set to commence provision of Local Marketing Studio, a solution designed to support content marketing for regional vitalization.

DAC, Hakuhodo i-studio and Hakuhodo DY Media Partners Inc.'s content marketing support team #SHAKER (*1) will offer the solution and support regional vitalization as a unit able to implement integrated content marketing that leverages not only Hakuhodo DY Group solutions, but the solutions of partner companies (see appendix).



Until now, regional information distributed by destination marketing organizations(DMOs (*2)), companies, local authorities, tourism bureaus, government bodies and others in each region has been scattered here and there, preventing attractive content from being utilized in marketing. Accordingly, *sei-katsu-sha* wishing to visit such regions have found it difficult to make use of information on the region, and information providers have been unclear about information pathways, making the task of conveying the attractions of their region difficult.

To solve these and other problems, #SHAKER entered into a new collaboration with Magazine House to develop Local Marketing Studio, a solution that offers integrated proposals from information dissemination strategy planning to implementation of measures for government bodies, companies and others looking to promote the charms of their region.

In terms of content production, together with Magazine House and other media companies the solution combines content from local media that disseminate regional revitalization and local information in each region, such as magazines, guides, local newspapers and broadcasting stations, and solutions provided by Hakuhodo DY Group companies. The selection and use of optimal content is handled by Magazine House's local network medium, colocal.

■ #SHAKER's Local Marketing Studio service

Four key functions deliver integrated proposals incorporating information dissemination strategy planning, content production/procurement/curation, content delivery and use promotion, media and influencer measures to amplify information, and implementation support.

(1) Content	Production and direction of new content and curation of content produced in each region, etc., by Magazine House and other media company partners
(2) Digital marketing	Linkage of solutions, social media and online promotions, etc. for disseminating content and attracting prospective customers
(3) Integrated marketing	Collaborations, storefront and online PR, etc. with partner companies
(4) Owned media	Production of owned media designed to enable the sharing of content between websites owned by various organizations, through to support for stable operation and data analysis, etc.

In addition, a one-stop support service for collaborating with Hakuhodo DY Group companies when necessary for all kinds of marketing measures, from regional promotion consulting to target analysis, digital marketing measures, online campaigns and e-commerce, will also be introduced.

Through this initiative, DAC, Hakuhodo DYMP, and HAKUHODO i-studio will contentize the attractions of various regions and systematize the circulation of information using optimal channels, providing solutions to the challenges of attracting customers faced by government bodies and companies in various regions and contributing to the expansion of new profits for media companies.

(*1) DAC and HAKUHODO i-studio form the project team "#SHAKER" to support content marketing
https://www.dac.co.jp/english/press/2017/20171211_shaker

(*2) Organization that plays a leadership role in creating tourist destinations
http://www.mlit.go.jp/kankocho/page04_000048.html (in Japanese)

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About Magazine House's colocal <https://colocal.jp/>

A local network medium, colocal is a web magazine covering regional Japan. It is a leading medium shining a spotlight on the appeal of local culture, design, art, lifestyles, food, shopping, accommodation, nature, people, and dialects across the Japanese archipelago. The network colocal has built is also able to provide consulting on the dissemination of local information, as well as websites, from building to operation.

Local Network Magazine
coLocal
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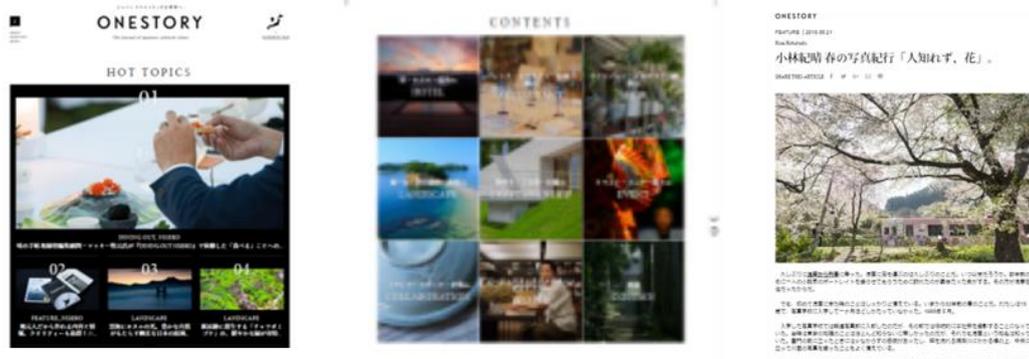
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Appendix: Partner companies and associated solutions

Hakuhodo DY Group companies that offer regional vitalization services

ONESTORY <https://www.onestory-media.jp/en/>

ONESTORY discovers hidden regional assets around Japan and spins new stories that interweave food, local communities and culture to create content that moves hearts. With its unique perspectives ONESTORY uncovers Japanese creativity around the nation, then delivers travel journals to a target of “culture creatives,” a cohort that has high sensitivity toward cuisine and culture, to attract them to travel to the region. Leveraging its unique editorial strengths and strong appeal to highly sensitive “cultural creatives,” ONESTORY is able to offer services centered around the production of articles, visuals and other content, from PR strategies to consulting, to regions that seek to tap into quality inbound tourism from within and outside Japan and companies aiming to build global branding around Japanese creativity content.



wondertrunk&co. <https://www.wondertrunk.co/>

Making regional Japan a global tourist destination

Wondertrunk is a travel and inbound tourism specialist offering integrated planning and implementation, from strategies for luring inbound tourists, to overseas advertising and PR (to convey the attractions of the region internationally), and production of actual travel products and regional travel content (to have tourists actually visit and experience the region). Leveraging and working together with a unique network of international creators, media, travel agencies, airlines and others, Wondertrunk “produces destinations,” a new approach that links regions and the world.



All Blue <http://allblue.jp/>

Operator of Tokyo Girls' Update (<https://tokyogirlsupdate.com/>), the No. 1 Japanese pop culture guide for international audiences, All Blue is a media and solutions company that helps organizations and companies in regional Japan bring real Japanese cultural experiences to the world.

All Blue leverages its relationships with record labels and entertainment production companies and collaborations with international partners to plan marketing and promotion executions, particularly content that has the power to influence international markets. It penetrates the world inhabited by targets to support international expansion and inbound tourism that moves hearts. All Blue offers integrated end-to-end services, from content planning to PR.

Tokyo Girls' Update



Hakuhodo DY Group solutions that support regional vitalization services

Local.Biz <https://local-biz.jp/>

Local.Biz is a platform for local business that through collaborations between Hakuhodo Inc. and nine regional Hakuhodo offices* aims to link regions with other regions and with the world and create sustainable business.

Under the banner of media, Local.Biz connects forgotten regional resources to the Hakuhodo DY Group's *Sei-katsu-sha* Insight philosophy, creativity and media networks to turn them into businesses through seminars and consulting geared to companies and local authorities that are interested in regional vitalization and creating shared value. Led by producers and creators from Hakuhodo's headquarters and regional offices, Local.Biz works horizontally across regions to create new value for local areas.

* The nine offices Hokkaido Hakuhodo, Tohoku Hakuhodo, Hokuriku Hakuhodo, Niigata Hakuhodo, Shizuoka Hakuhodo, Hakuhodo Chubu Office, Chugokushikoku Hakuhodo, Hakuhodo Kyushu Office, ADSTAFF-HAKUHODO



LoCoBra (LocalCo-creation Branding) <https://h-branddesign.com/service/locobra/>

A people-focused branding support solution for regional communities that addresses a broad range of regional branding topics, including product development, promotion of culture and tourism, stimulating settlement, medical/welfare/education, living infrastructure, safety/disaster prevention and city promotion.

LoCoBra DMP <http://seikatsusha-ddm.com/solution/00435/>

LoCoBra DMP is a mechanism for understanding the seven types of people looking to relocate to or settle in different areas of Japan and delivering ads directly to potential targets identified on the Web. It leverages LoCoBra's survey for classifying people looking to relocate to or settle in regional areas into seven types based on their values, and the panel of Querida, an ad delivery service that integrates *sei-katsu-sha* data provided by Hakuhodo DY Media Partners and actual online data.

Partner company that offers regional vitalization services**Goodmornings <http://goodmornings.co.jp/>**

Goodmornings is a liaison company that provides support for the creation of attractive communities around Japan by creating experiences to delight people who gather there and stores that will become places for them to congregate.

It supports the dissemination of area information at facilities such as: Marugoto Nippon, a new shopping complex in Asakusa, Tokyo. Every day this project introduces real, carefully crafted specialties and forgotten delights from around Japan to pass Japan's old-world traditions, food culture and products onto the next generation; and Marunouchi Happ. Stand & Gallery, a café and gallery on Naka-dori St., Marunouchi, Tokyo, where we provide an information space.

