

News Release

D.A. Consortium Inc.

DAC launches “Hello Z,” a creative team that produces optimal ad encounters targeting Generation Z

Tokyo, May 10, 2023 – D.A. Consortium Inc. (DAC) is pleased to announce that its strategic unit HakuHodo Digital Initiative (*) will launch Hello Z, a creative team that provides Gen Z (Generation Z) targeted ad services, from insight analysis to digital creative planning and implementation.



There is a growing demand for marketing aimed at Gen Zers, a newly emerging major consumer group of people born in the late 1990s or later who are currently in their teens and 20s. In addition, the way Gen Zers acquire information is changing from a purpose driven style to a freer one where people move between SNS and other information sources without a specific purpose. To respond to this, Hello Z was established as a specialized organization to design communication initiatives that rapidly reflect trends.

Hello Z is a team comprised primarily of Gen Z DAC employees who have used SNS since their teenage years. Our strength lies in the ability to provide a seamless array of services that utilize the sensibility of these digital natives, from insight analysis and media communications design that reflects the digital marketing funnel to creative implementation. By strengthening ties with media companies, we are systematically accumulating knowledge of Gen-Z creative trends to enhance our ability to support companies in their marketing activities.

Hello Z will work to propose and implement communications initiatives that create optimal encounters with ads that are familiar and friendly to Gen Zers.

(*) A DAC strategic group of digital ad experts from three companies – HakuHodo Inc., HakuHodo DY Media Partners Inc., and DAC – that was formed to address various client issues and implement digital initiatives. This organization is part of HakuHodo DX United, an organization that promotes comprehensive marketing DX and media DX.
HakuHodo Digital Initiative : <https://hdi.dac.co.jp/>
HAKUHODO DX_UNITED : <https://hakuHodo-dxu.com/>

<Corporate Information>

■ **D.A.Consortium Inc.**

<https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships with media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future,**" DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

Representative : Yuzo Tanaka,
Representative Director, President, CEO & CCO (Chief Compliance Officer)
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。