

# **Hakuhodo Product's Inc. Corporate Profile**

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KOSHIRAERU

## The Customer Activation company.

Hakuhodo Product's Inc. is an integrated promotion production company with 12 divisions and three branch offices that boast outstanding producer-retailer cooperation.

Our strength comes from the expertise and implementation power of these 12 divisions, and our ability to deliver one-stop service in advertising and promotional production. Thus, we provide progressive skills and proficiency in a spectrum of production activities, including commercial film, photo creative, sales promotion, PR, event space promotion, web production, in-store promotion, printing, and direct marketing.

Our business consists of selling products, influencing people, and creating customers. Realizing these goals requires knowledge of retailers and consumer behavior, as well as ability to use that knowledge to structure and activate plans. Our 12 expert divisions supply a strong foundation for all our efforts. We term such strength Customer Activation, and use it to sharpen our skills in influencing people and selling products.

Since our foundation, Hakuhodo Product's has worked to excel in creative production. We know the importance of using our production venues to confect problem-solving ideas. We share the exhilaration of drawing on long experience to confect winning work. We believe that striving to confect solutions forges and hones the skills of each professional member. Our team of more than 1,500 experts thrives on these challenges. In short, "We live to confect."

Hakuhodo Product's is a young enterprise, celebrating our 10th anniversary on October 1, 2015. Our continuing aim as an integrated promotion production company is to take Customer Activation to ever-higher levels of sophistication and success.



President  
Akihiko Ebana

## Customer Activation.

**We transform customer contact points into Activation Points, mobilizing people and selling goods.**

**This Customer Activation is Hakuodo Product's core competence.**

Customer Activation is the capability to firmly connect customer contact points to purchase actions. We term this the power to transform contact points into Activation Points.

Hakuodo Product's 12 divisions pursue up-to-date knowledge of customer psychology as well as retail know-how about distribution environments while incorporating our cutting-edge promotional technology.

Thus, we continue to integrate our technical expertise in confecting skills that offer next-generation promotional solutions.

### Power to confect

Professional skills to turn ideas into reality

- Draw on creative strength and technical ability backed by ample experience to identify the best approach under stringent conditions, including budget constraints and tight deadlines.
- Continue to provide high-quality works at limited cost on an expedited basis.



### Know-how in sales

Expertise in devising effective sales plans

- Understand customers' mindset
- Grasp sellers' circumstances
- Comprehend client's passion

Constantly monitor and examine results through PDCA (plan-do-check-act) management method.



### Cutting-edge technology

Capabilities of digitalization

- Plan and produce digital movies/visuals and web/mobile content compatible with multiple platforms while strongly promoting high-quality CG production.
- Provide platforms that support development of effective promotion through analyses of big data.



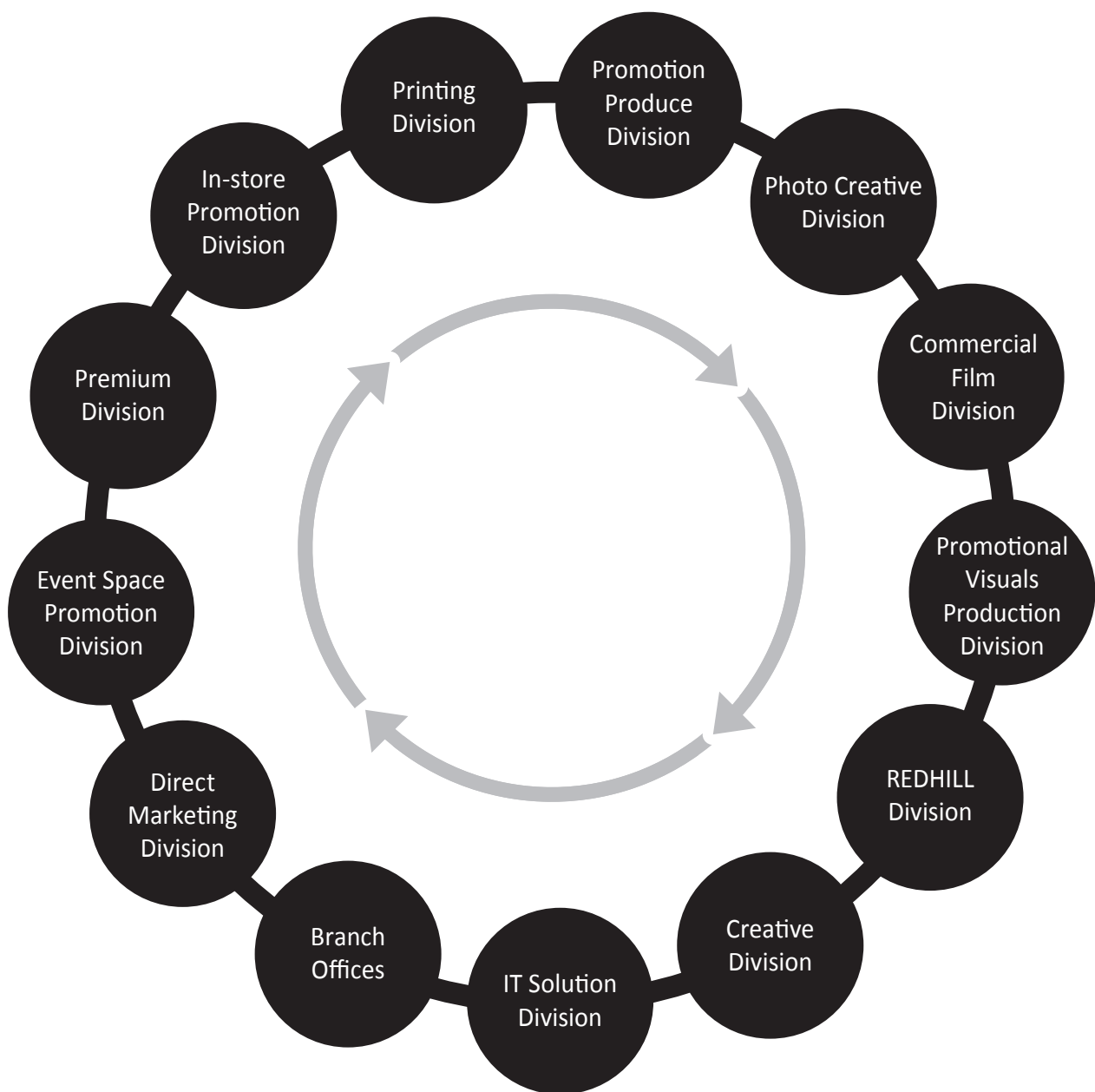
**Customer Activation**

# 12 Divisions

Hakuhodo Product's contributes to resolving issues in all fields of promotional activity for our client companies and organizations.

Experts with assured techniques, advanced skills, and ample experience from our different divisions — including Photo Creative, Commercial Film, Creative (design and copywriting), Direct Marketing, Event Space Promotion, Premiums (premium gifts), etc. — work together as a collaborative team.

We deliver comprehensive promotional solutions that meet needs and resolve challenges in markets worldwide.



# Photography

## Our visual creative team aims for the highest quality since establishment.

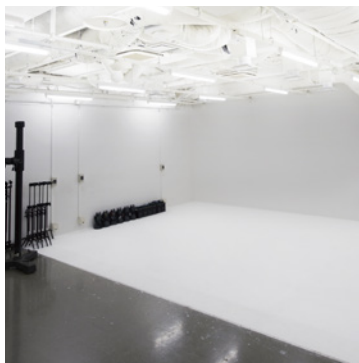
The Photo Creative Division staff includes industry-leading photographers, expert retouchers, and experienced producers. We aim for ever-higher quality, capturing the imagination of viewers through striking combinations of ideas, expressions, and techniques while continuously producing novel works that strongly appeal to customers. Our Toyosu office operates photo studios that enable rapid response to clients' visual needs.

## REMBRANDT image processing experts

REMBRANDT is an outstanding team of 2D/3D CG retouchers and visual producers, which works closely with photographers to process images that can achieve ideal photographic expressions.



Meeting area



In-house studio  
5 studios enable shooting of products and models.

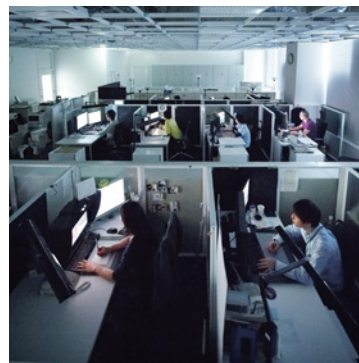
Studio A: 96.60 m<sup>2</sup>

Studio B1: 41.97 m<sup>2</sup>

Studio B2: 41.58 m<sup>2</sup>

Studio C: 60.07 m<sup>2</sup>

Studio D: 48.17 m<sup>2</sup>



REMBRANDT Operations Room  
(for solutions in imaging)

## Scope of services

We provide one-stop photography services from planning and shooting to digital finishing.

- Planning and direction of advertising photos
- Shooting of advertising photos and videos
- Advertising photoshoot planning, management, and implementation
- Image processing (2D and 3D CG) of advertising photos

**Photo Creative Division official website :** <http://h-products.co.jp/photocreative>

# Commercial Films

## **Commercial producers challenge the rising tide of digitalization with assurance and a sense of responsibility.**

Now is the new era of multiple platforms, as digital images are easily sent from television to PCs, tablets, and smartphones. At the same time, glamorous expressions and rich content are playing increasingly important roles in raising public awareness of promotions. We respond with image content for mass-media use including TV commercials, as well as movie content for digital media, including smart devices and video footage for event use. In short, we are able to produce high-quality image creative output from mass media to net media.

## **Winner of numerous domestic and international ad awards**

Our division's professional team includes producers who manage the entire creative process, creative directors who propose advertising strategies, and directors / planners who expand the range of creative expression. In cooperation with post-production (REDHILL Division) and imaging (Photo Creative Division), our commercial experts provide consistent quality workmanship from planning and shooting to editing and finishing.

We have produced highly admired commercials as shown by our prestigious ad awards, both in Japan and internationally.

## **Scope of services**

- Planning and proposal of creative approaches
- Planning and direction of TV commercials
- Production of TV commercials
- Planning, production, and direction of digital content

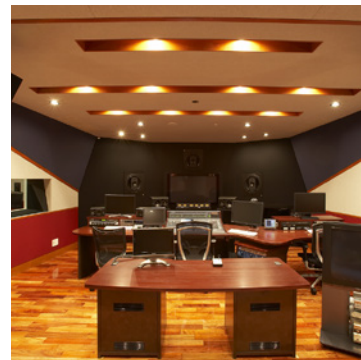
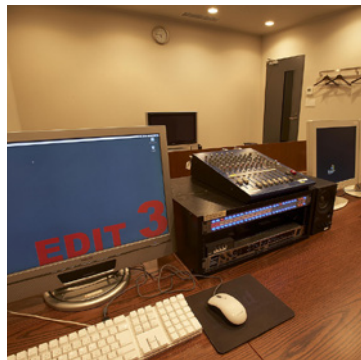
# Post-Production

**We provide high-quality work for even VFX movies through editing and CG cooperation.**

The REDHILL Division is in charge of the advertising movie production process, including creation of the latest CG videos, editing, and recording. Based in Akasaka Biz Tower, we offer expert staff for efficient production of high quality VFX movies, etc., equipped with cutting-edge devices and studio facilities while working in tandem with the editing team. Through our linear workflow system, we are also capable of producing in the 4K movie format, which is becoming a mainstream part of Hollywood movie production.

## **Production of diversified video content**

State-of-the-art editing equipment is available in Akasaka Biz Tower, enabling us to easily coordinate work with staff from the Commercial Film Division and the Promotional Visuals Production Division, as well as creators from Hakuodo Inc. Almost any type of video content can be completed at highest possible quality.



Latest editing equipment and facilities in Akasaka Biz Tower

## **Scope of services and Equipments**

- Offline editing (2 rooms): Software: Avid® Media Composer®, Apple® Final Cut Pro®, Adobe® After Effects®
- Online editing (4 rooms): Software: Autodesk® Flame® and Autodesk® Flare software
- Multi Audio Recording (MA / 2 rooms): Software: YAMAHA DM2000 ProTools® HD, DM1000 ProTools®
- Sound effects (SE) coordination
- VFX movie production
- CG movie production  
Software: NUKE, Autodesk® 3ds Max® and Autodesk® Maya®
- Post-production coordination
- Commercial materials and on-air prints: HDCAM, XDCAM
- Commercial materials and source (original) edition production
- Content prints for various movies
- File format conversion for various movie footage

# Promotional Visuals

## **Latest technological innovations in promotional visuals content enhance cross-media promotions.**

We are a professional visuals/image production team that delivers cross-media promotions with extraordinary problem-solving capability.

We also offer centralized production of promotional movie content, which routinely requires rapid response.

Our highly capable operational workforce takes advantage of in-house studio and editing room facilities, achieving remarkable production efficiency of over 500 video works per year.

## **Optimization of video content for various types of media**

We are capable of handling a wide range of video genres, including interactive media, mass media, entertainment content, digital signage, point-of-purchase (POP) content, image videos for events, projection mapping, short movies, and operational manual videos.

In addition, our team draws on movie production expertise in a varied array of media, optimizes video images, and produces sophisticated promotional visual content that can motivate customer purchasing decisions.

## **Scope of services**

### **Production of :**

- Interactive media content (for websites and mobile gear)
- Digital signage
- Projection mapping
- Music promotional videos
- Short movies
- Videos for event venues
- TV commercials
- TV programs
- Mail-order programs / infomercials
- POP videos



# Design & Copywriting

## **Promotional creative experts aim to be “the team that sells.”**

The Creative Division includes approximately 200 professional staff members — copywriters, designers, operators, web designers, etc.

As the preeminent industry leader, we offer a readily prepared framework that consistently covers all production tasks from planning to completion.

We boast outstanding selling ability through optimal creative solutions that match different types of media and touchpoints.

## **Compatible with latest advertising techniques**

We handle not only conventional promotional tools like POP for retailers and catalogs, graphic ads for newspapers and magazines, and posters, but also package development, visual identity (VI), and editorial design. The facility is equipped for platemaking, DTP, and wide-format inkjet printing, enabling the team to complete all processes including planning, shooting, image processing, data preparation, and delivery, assuring rapid and secure creative production. We also provide digital content for smart devices, mobile sites, and web advertising, as well as compatibility with constantly evolving ad techniques.

## **Scope of services**

### **Graphic tool production (Design and Copywriting)**

- POP
- Catalogs
- Outdoor media
- Posters
- Newspaper and magazine ads
- Editorial design
- CRM tool planning and creative execution

### **Digital content production / Packaging and visual identity (VI)**

- Web ads
- Web/mobile site production
- CI/VI development
- Package planning and creative execution
- Naming

### **Platemaking and delivery**

- Platemaking
- DTP
- 3DCG and image processing
- Data delivery to newspaper and magazine publishers
- Wide-format inkjet printing

# IT Solutions

## **Integration of ICT\* and marketing ideas provides new solutions.**

Recent digitalization of communication channels — smart devices, social media, digital signage, e-commerce, etc. — is rapidly advancing. In response to this trend, digitalization of corporate promotion and marketing techniques has become an urgent task.

We make the most of various IT/digital solutions to provide easy-to-use services that support clients' promotion and marketing.

## **Development of proprietary services**

We deliver exclusive services — Cantem®, an easy-to-use platform service that consolidates systems required for web campaigns and creates general-purpose modules; Production Cloud®, which enables cloud system management of promotional materials and data; O2O (Online to Offline) solutions; and CRM solutions, etc. Our team also develops tailor-made systems designed to solve unique client issues, supporting clients' successes in promotion and marketing from digital domains.

\*ICT: Information and Communication Technology

## **Scope of services**

- System development
- Planning, design, installation, and operation of system infrastructure
- Delivery and operation of cloud system platforms
- Planning, development, and operation of campaign platforms
- CRM solutions
- Planning, delivery, and operation of O2O platforms
- Planning, delivery, and operation of e-commerce platforms
- Planning, development, and operation of owned media / social media marketing
- IT consultation and project management

## **Partnership**

Salesforce® | CLOUD ALLIANCE PARTNER

Various solution methods are provided by contract with Cloud Alliance Partner, through agreement with Salesforce.com Co., Ltd.

# Direct Marketing

## **The motto “promotion as a science” guides customer-centered direct marketing strategies.**

We seek to generate direct responses from potential customers, linking each response to product sales. Recently, the importance of direct marketing is rising, along with the evolution of Information Technology and increasing touchpoints through web popularity and smart devices. We provide services that correspond to every step of the entire PDCA cycle — including strategy development, production of response ads and CRM tools, setting up contact centers, building e-commerce sites, and conducting response/customer analyses.

## **Reliable framework for comprehensive services**

We offer full support for the strategy-development process, from communication strategies to business operation strategies. To prepare response ads and CRM tools, direct marketing creators work in tandem with direct response account directors to propose suitable solutions. In addition, our team provides fulfillment functions in cooperation with contact centers that mediate customer-client relations. And, we also make use of DM expertise to provide database (DB) marketing services that utilize O2O solution know-how and ID-POS data, as well as KGI/KPI workflow and operational services.

## **Scope of services**

### **Strategy development**

- Direct communications
- Mail order businesses
- New customer acquisition
- Retention of existing customers
- O2O promotion
- Area marketing

### **Production fields**

- Web ads for websites, banners, landing pages, etc.
- E-commerce site planning and operation
- Response ads including TV commercials, infomercials, leaflets, newspapers/magazines
- CRM tools, direct mail, catalogs, mail magazines

### **Data and data analyses**

- Response analysis
- Purchase action analysis
- ID-POS analysis

### **Customer contact / fulfillment**

- Campaign head office operations
- Call center operation (inbound/outbound)
- Logistics including product management, sorting, storage, and shipping

# Event Space Promotions

## **Events offer the best promotional opportunity for people to experience products.**

We develop strategies for event spaces (real experience venues); cover planning, production, installation, and operation through one-stop service; and deliver essential solutions to corporations and social organizations. Thus, we make the most of event venues, including retail facilities and various other places — regardless of domestic or international markets.

These spaces provide ideal opportunities for people to really experience new products, as well as occasions to solve issues involving corporations and organizations.

## **Delivering a wide range of solutions, depending on client needs.**

We serve in the role of strategic producer, evaluating people's opinions and taking full charge of organizational duties for the duration of the event — including objective identification, problem assessment, survey/analysis, sales representative support, effectiveness evaluation, event operation/management, etc. — responsibilities that go far beyond simple venue production and installation. While we sometimes face challenges related to nations/regions involved in planning, deadlines, and budget decisions, we have received praise from many clients for our assured event presentations.

## **Scope of services**

- Public events
- Sport events
- Cultural events
- Government events
- Expositions
- Exhibitions
- Corporate exhibitions
- Visitor gathering events
- Sales promotion events
- Press release events
- Product promotion events
- Corporate showrooms
- Plant tours
- Brand spaces
- Retail store designs
- CI/VI/signage

# Premiums

## **We offer one-stop service for imaginative premium goods production, from planning and development to design and quality control.**

In a new era of diverse lifestyles and sophisticated tastes, clients demand a new level of premium novelty services — intriguing plans, clever designs, and high quality. We respond strongly to these needs, focusing on high-level planning, development, and design performance to create attractive premium goods from scratch that strengthen customer connections with products and companies. In addition, our Product Management network — boasting hundreds of suppliers — offers outstanding premium novelties procurement and expertise in manufacturing and quality control.

## **Development of premium goods that attract people's attention.**

We are in charge of planning and design of a wide variety of premium campaign items and imaginative novelties — including on-pack premiums for beverage products, desserts created in collaboration with a popular pastry chef, an original beer server, tour plan for an open lottery campaign, digital premium goods, etc.

## **Scope of services**

- Planning and production of original premium goods, on-pack announcement stickers, lotteries, open campaigns, event announcements
- Planning and production of premium goods based on existing merchandise
- Planning and implementation of experience-type premium events
- Detailers, product planning and manufacturing, OTC sales, package deal sales, in-flight sales, mail orders, etc.
- Planning and development of mass retailer support kits
- Quality-control advice on original premium goods

# In-Store Promotions

## **Exploration of retail issues shows how retailers sell more through in-store promotions.**

Most consumer goods are still sold through retail stores. Accordingly, we begin our work by asking a basic question, “How can products be sold through retailers?”

We look at the process through the personages involved: manufacturers who supply products, people who consume them, retailers and distributors who go between sellers and buyers.

By viewing commerce from these perspectives, we provide solutions to help retailers enhance sales.

## **Scientific approach to building retail business.**

We propose effective retail planning that ranges from monitoring customer behavior to store design. Additionally, we take charge of many sales areas, including store maintenance, service personnel training, and sales demonstrations. To determine strategy, we start at the beginning of the PDCA cycle with trade area analysis, shopping behavior survey, retailer survey, etc. Then, we produce layout plans of retail stores, and assume responsibility for creation of store fixtures and sales promotion tools, etc.

## **Scope of services**

- Production of store fixtures and POP tools
- Visual merchandising (effective visual staging)
- Design of retail stores and storefronts
- Storefront events
- Demonstration sales
- Sampling
- Education of storefront service personnel
- Purchase behavior surveys and storefront surveys
- Sharing programs for successful sales activities (promotion knowledge sharing)
- Field merchandising agents
- Trade area analysis
- Sales promotion support using smart devices

# Printing

## **Our diversified information output services support even the latest digital domains.**

We provide high-quality output services that maintain balance between cost and speed while supporting both analog and digital media. And, we also pursue high quality and output efficiency in response to the varied requirements of conventional printing, including posters, catalogs, POP tools, etc. At the same time, our on-demand print service supports low-cost, short-term and small-lot printing.

## **Delivering diverse digital solutions.**

We offer services compatible with new types of smart devices, digital signage and electronic catalogs, etc., and directly support sales venues by providing digital solutions enabled by development of original applications. In addition, we place printing producers in charge of output quality control. Furthermore, we readily provide a wide range of solutions that go beyond regularly accepted printing concepts, and find optimal solutions best matched to client needs.

## **Scope of services**

### **Conventional printing field**

- Posters
- Catalogs and pamphlets
- Leaflets
- POP tools for retailers and store display fixtures
- Digital printing (POD)
- Transit ads (train, subway, bus, etc.)
- Outdoor media (banners, flags, etc.)
- Print novelties
- Direct mail (DM)
- DTP
- Planning and development of print media
- Print operations

### **Digital printing field**

- Electronic books, digital catalogs
- Apps for smart devices
- Digital signage

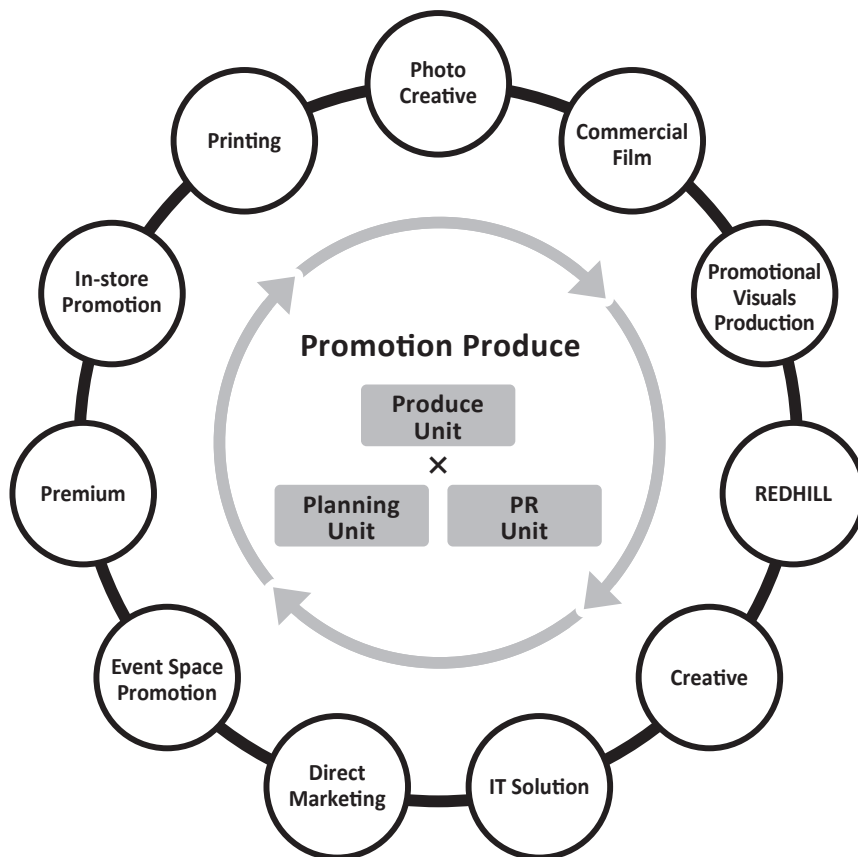
# Promotion Management

**We manage all 12 divisions to develop optimal integrated promotions and boost client sales.**

The Promotion Produce Division is the liaison between the client and our other creative divisions. By working in close cooperation with these divisions, we aim to accurately grasp client issues, design solution plans, and tailor these plans into effective promotions that sell.

Our division consists of a Produce Unit that is in charge of business contacts, a Planning Unit that designs the entire promotional plan, and a PR Unit that provides PR solutions that promote public response.

The team meticulously analyses data acquired and seeks flexible ideas, acting as a moderator among members from all divisions to achieve unified solutions.



Working in harmony, the Produce Unit, the Planning Unit, and the PR Unit combine “confecting” power, sales know-how, and cutting-edge technology to develop promotions that show Customer Activation in action.

The Produce Unit is in charge of general management and implementation from start (planning) to finish (production and activation), using in-depth knowledge of client needs to create effective advertising campaigns. The Planning Unit solves client issues, designs concrete enforcement plans, and stimulates purchase decisions, and at the same time, the PR Unit solves client issues with our planning and editing capabilities, providing information scenarios from mass media to SNS — devising promotional scenarios to turn potential buyers into loyal customers (activation).



# Awards

## Major international and domestic awards include:

### International Awards

- Cannes Lions International Festival of Creativity (2006, 2008, 2010, 2011, 2012)
- London International Awards (2012)
- New York Festival International Advertising Awards (2006, 2007)
- International ANDY Awards (2007)
- The One Show (2007)
- Clio Festival (2007)
- Asian Advertising Awards (The Spikes: 2007)
- The MMA Worldwide Awards (2010)
- ADFEST Awards (2007)

### Domestic Awards

- ACC CM Festival (2010, 2011, 2012)
- JAC Award (2007, 2008, 2009, 2010, 2011, 2012)
- JPP Promotion Planning Award (2006, 2007, 2008)
- APA Award (2007, 2008, 2011, 2012, 2013)
- TCC Award (2010)
- Tokyo Interactive Ad Award (2011)
- OCC Award (2011)

# Compliance

Hakuhodo Product's most important work is, after all, to confer trust.

As a company, we survive by establishing trust based on effective communication among ourselves, our clients (and their brands), individuals and society.

While trust is invisible and intangible, it is an asset of the greatest value. We nurture our assets with the utmost care, so as not to impair trust through indiscretion or unthinking action.

We are well aware that we bear a substantial responsibility to the Hakuhodo Group, the promotional industry, our clients, and society. Hakuhodo Product's duty is to assure unshaken trust in all our relationships.

Additionally, we are committed in our efforts to make our company a source of pride — with consistent trust as our hallmark.

Our pursuit of high-quality service and company-wide compliance activities can be seen in our acquisition of relevant licenses and certifications.

## **License / Certification:**

### **Required for total event companies:**

Construction License  
First-class Architect office  
Security Industry License (1st to 4th class security)

### **Required for premiums business:**

General Alcohol Beverage Retailing License

### **Related to information security:**

Privacy Mark  
(Approved by Japan Institute for Promotion of Digital Economy and Community JIPDEC)  
No. 10830233 (05)

ISO 27001 / JIS Q 27001 and JIPDEC as a member of the Hakuhodo Group  
IS 86392/ISO/IEC 27001:2013  
IS 86392/JIS Q 27001:2014

# Corporate Outline

Company name: Hakuhold Product's INC.

Established: October 1, 2005

Capital: 100,000,000 yen [Stockholder: Hakuhold Inc. (100% investor)]

Sales: 85,300,000,000 yen (as of end of March 2015)

Employees: 1,536 (as of April 1, 2015)

Representative: Akihiko Ebana, President

Business field: Integrated Promotion Production

## Offices:

### Head Office (Toyosu Office)

NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619 Japan

Tel: +81 (0)3-5144-7200 (representative) URL: [www.h-products.co.jp](http://www.h-products.co.jp)

### Akasaka Muromachi Office

Akasaka Muromachi Building, 2-5-4 Akasaka, Minato-ku, Tokyo 107-0052 Japan

### Akasaka Biz Tower Office

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6319 Japan

### Kansai Office

Nakanoshima Central Tower 15F, 2-2-7 Nakanoshima, Kita-ku, Osaka-shi, Osaka 530-8262 Japan

Tel: +81-(0)6-6229-5426

Supported area: Entire Kansai region

### Kyushu Office

Hakata Riverain East Site 11F, 2-1, Shimokawabata, Hakata-ku, Fukuoka-shi, Fukuoka 812-0027 Japan

Tel: +81-(0)92-283-5390

Supported area: Mainly Kyushu, but also Shikoku and Chugoku regions

### Nagoya Office

CentRise SAKAE 12F, 3-3-21 Sakae, Naka-ku, Nagoya-shi, Aichi 460-0008 Japan

Tel: +81-(0)52-251-2137

Supported area: Entire Chubu region

## Affiliated companies:

### Experience D, Inc. (Established: April 1, 2014)

Business fields: Planning, design and management of retail stores and showrooms

Address: NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619 Japan

Tel: +81-(0)3-5144-7306 URL: <http://experienced.co.jp/>

### PRODUCTS (BANGKOK) Co., Ltd. (Established: August 1, 2014)

Business fields: Planning, production and operation of promotional events

Address: 15F, Tonson Tower, 900 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

Tel: +66-2-257-0300 Fax: +66-2-257-0305

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[www.h-products.co.jp](http://www.h-products.co.jp)