

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

**•PRODUCT'S•**

# Hakuhodo Product's Inc.

## The Customer Activation Company.

### こしらえる

*Koshiraeru: The Art of Finely Crafting Bespoke Solutions*

Hakuhodo Product's is an integrated production company comprising 11 divisions, three branch offices and seven additional group companies that offers integrated manufacturing and sales.

Our strength lies in the specializations and implementation capabilities of our 11 divisions.

With expertise in next-generation promotion, from promotions that leverage data and harness cutting-edge technologies, to all kinds of visual creative and content production, experiential events, retail promotions, direct marketing and more, our creative and implementation strengths allow us to provide one-stop service for all your advertising and promotion needs.

Our work is to sell your product, influence people and turn them into customers. Realizing this requires the ability to craft and implement solutions based on knowledge of the marketplace and people. The specializations and implementation capabilities of our 11 divisions are the foundation of our strengths in this area. At Hakuhodo Product's, we call the ability to turn people into customers "*Kokyakuka-ryoku*," or the power to activate customers. Activating customers involves influencing people and honing the salability of your product.

Since our founding, Hakuhodo Product's has made *Koshiraeru* our vocation. "*Koshiraeru*" is the term we use to describe our offering to our clients. It is not simply producing. It is creating only after fully comprehending our client's challenge and carefully considering every last detail. It is crafting and implementing advertising and promotions that realize maximum impact within budget, schedule and quality standard expectations. It is the art of finely crafting bespoke solutions.

We know how crucial *Koshiraeru* is to solving problems at the frontlines of marketing, and are excited by the thought of dedicating our entire lives to finely crafting bespoke solutions.

Through *Koshiraeru*, we hone our specializations and implementing strengths and strengthen our customer activation powers. We are a professional collective of approximately 1,800 people who love *Koshiraeru*. At Hakuhodo Product's, we continue to work to be an integrated production company with ever stronger power to activate customers.



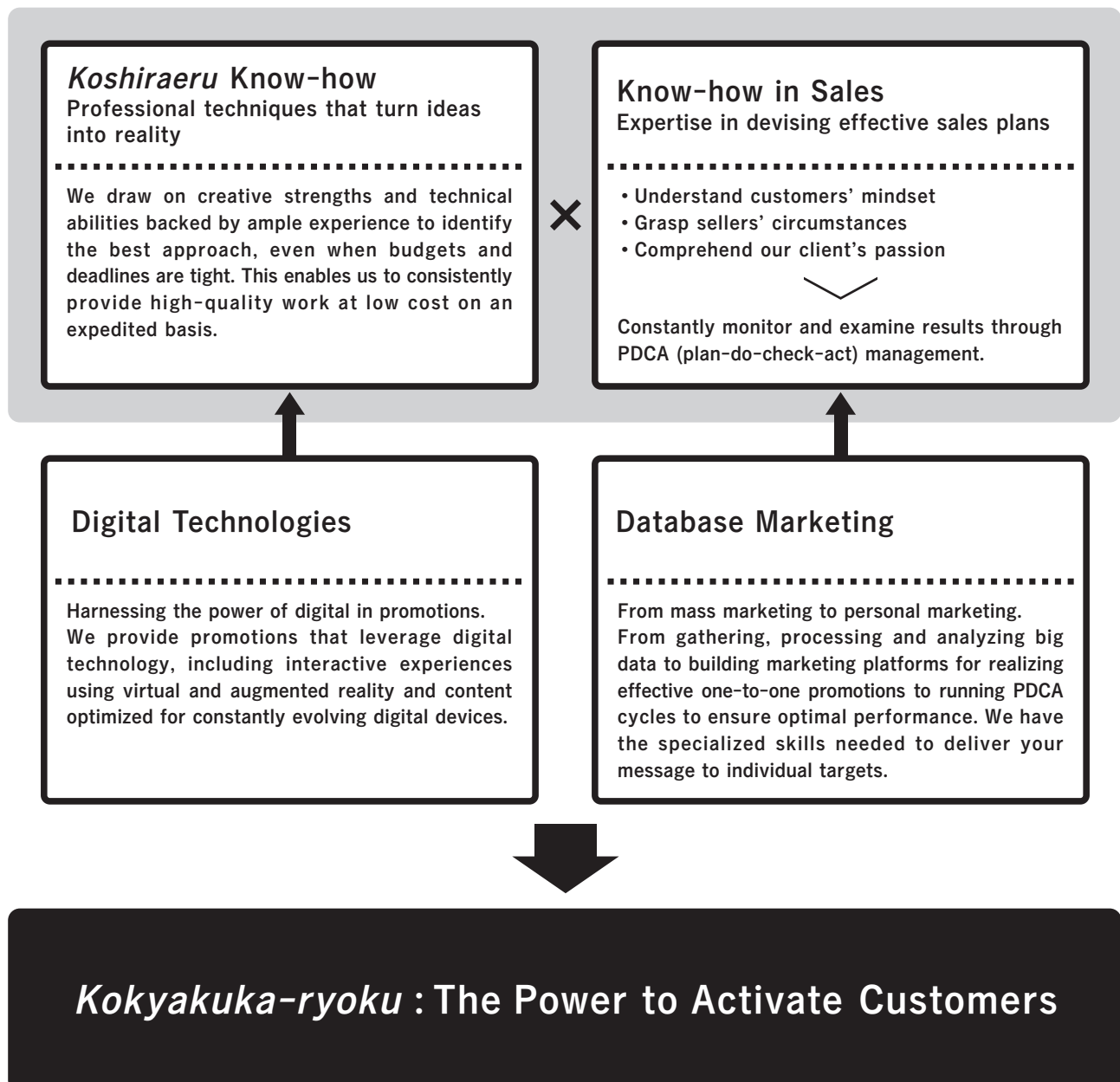
President  
Naohiko Kishi

# 顧客化力

*Kokyakuka-ryoku: The Power to Activate Customers*

We transform customer contact points into activation points to mobilize people and sell goods. This power to activate customers is the core competence of Hakuholdo Product's. It is the ability to firmly connect customer contact points to purchase actions.

The 11 divisions of Hakuholdo Product's marry up-to-the-minute knowledge of customer psychology and distribution environments with cutting-edge technical expertise (*Koshiraeru* know-how) to offer next-generation promotion solutions.



# 11 Divisions + Branch Offices

**Hakuhodo Product's promotions achieve sales results that meet customer demands.**

Hakuhodo Product's is an integrated production company comprising 11 divisions, three branch offices and seven additional group companies that offers integrated manufacturing and sales.

Our strength lies in the specializations and implementation capabilities of our 11 divisions. We deliver comprehensive promotional solutions that meet needs and resolve challenges in markets worldwide. Our offices in Kansai, Kyushu and Nagoya provide localized promotion throughout Japan. Experience D, Inc. in Tokyo provides one-stop service from planning to operation for shops, showrooms and other experiential facilities whose function is to build a brand and create fans. Hakuhodo Product's Design Studio, established in Hokkaido in 2015, provides 24-hour graphic design support. PRODUCTS (BANGKOK) Co., Ltd., a subsidiary in Bangkok, Thailand, carries out promotions and events throughout Asia.



# Corporate Outline

Company name: Hakuhodo Product's Inc.

Established: October 1, 2005

Capital: 100 million yen [Stockholder: Hakuhodo Inc. (100%)]

Sales: 101,156 million yen (as of year ended March 31, 2019)

Employees: 1,781 (as of April 1, 2019)

Representative: Naohiko Kishi, 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 (Reception) 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

15th Fl., Nakanoshima Central Tower, 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

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

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

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

### Nagoya Office

12th Fl., CentRise Sakae, 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 promotions and events

Address: 15th Fl., Tonson Tower, 900 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

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

### Hakuhodo Product's Inc. Design Studio (Established: October 1, 2015)

Business fields: 24-hour graphic design support

Address: Sanken Sapporo Building, 9-1-2 Minami Nijo-Nishi, Chuo-ku, Sapporo-shi, Hokkaido 060-0062, Japan

### CEREBRIX Corporation (Established: May, 1998)

Business fields: Sales & Promotion Support (BtoB & BtoC)

Address: 21th Fl., Shinjuku L Tower, 1-6-1 Nishishinjuku, Shinjuku-ku, Tokyo 163-1521, Japan

TEL: +81-(0)3-6864-1248

URL: <https://www.cerebrix.jp/>

### Nihon Total Tele-Marketing Co., LTD. (Established: September, 1983)

Business fields: Contact Center Services, Telemarketing, Fulfillment Center

Address: 3F., Shibuyaminamitokyu Bldg, 3-12-18 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan

TEL: +81-(0)3-6730-0001

URL: <http://ntm.co.jp/index.html>

### Emerge inc. (Established: June, 2018)

Business fields: Video production

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

URL: <https://moveasia.co/>

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