

Human-Centered AI



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Advancing Solution Development and AI Talent Development Under the “Human-Centered AI” Vision

Today, with AI technology advancing rapidly, its applications are expanding across every aspect of society and business—and its importance in advertising and marketing continues to grow. Guided by the philosophy of “human-centered AI,” the Hakuhodo DY Group is accelerating AI utilization across the organization.

We are implementing cutting-edge AI in the fields of programmatic advertising and digital marketing. For example, in collaboration with Matsuo Institute, Inc., we are

jointly developing advertising-specific large language models (LLMs) and AI agents. At the same time, Hakuhodo DY ONE has launched ONE-AIGENT, a service that uses AI agents to enhance the entire marketing process, driving greater automation and efficiency.

At the same time, we recognize that AI must go beyond automation and efficiency to become a true source of competitive advantage. It has also become clear that *sei-katsu-sha* are seeking value in AI that goes beyond mere convenience. Insights from the Human-Centered AI Institute’s Future Living with AI Survey 2024 show that *sei-katsu-sha* see AI not merely as a tool but as something that can understand and resonate with human emotions, and they value building a connection with it.

Drawing on these insights, we are developing co-creation agents—AI solutions that deepen mutual understanding between *sei-katsu-sha* and companies and brands. These agents are powered by our extensive *sei-katsu-sha* data and the insights thus obtained are combined with the creativity of our employees to deliver more advanced client support. Examples include the development of Virtual *Sei-katsu-sha*, which provides deeper understanding of *sei-katsu-sha*, and STRATEGY BLOOM CONCEPT, which incorporates the expertise of TBWA\HAKUHODO’s chief creative officer, Takahiro Hosoda. We will continue expanding these solutions to elevate the quality and impact of our client support.

We are also placing strong emphasis on AI talent development. In fiscal 2024, we provided AI professional training to more than 8,500 employees and trained over 450 AI agent developers. In fiscal 2025, we aim to train 20,000 employees in AI proficiency. At the same time, we introduced an AI mentoring program to strengthen AI knowledge and skills among executives,

ensuring that leadership plays a proactive role in driving AI utilization.

The Hakuhodo DY Group supports the expansion of new market opportunities by creating new value through AI while enhancing the expertise of our people and unleashing their creativity. Under the guiding philosophy of “human-centered AI,” we will continue advancing initiatives that contribute to *sei-katsu-sha*, our clients, and society in the AI domain.

Co-Creation Agents Connecting *Sei-katsu-sha* with Companies and Brands

