

Research Institutes and Think Tanks

We conduct ongoing activities at research institutes and think tanks. Such initiatives sustain our presence as a value-creating partner that harnesses our unique strengths of creativity and helps to solve social, corporate, and individual challenges. Our research institutes and think tanks delve deeply into and craft proposals in the areas of *sei-katsu-sha*, marketing, and creativity. They also disseminate the findings of their research and experiments to the public. We aspire to apply these results across various *sei-katsu-sha* locations, providing a spark of creativity that can shape the future and lead to the exploration of new markets and the further development of society.

Hakuhodo Institute of Life and Living (HILL)

The Hakuhodo Institute of Life and Living (HILL) is a think tank established in 1981 to embody Hakuhodo’s corporate philosophy of *Sei-katsu-sha* Insight. HILL conducts research from various perspectives and unique angles, studying long-term shifts in *sei-katsu-sha* value and venturing outside the Company to observe communities and people’s lives. The results of HILL’s research are widely disseminated via its website and press releases, earning high praise from clients, as well as from government agencies and researchers.

Details ▶ [WEB](#) Hakuhodo Institute of Life and Living

UNIVERSITY of CREATIVITY (HAKUHODO)

The UNIVERSITY of CREATIVITY (UoC) engages in research, education, and the implementation of creativity. In the age of AI, IoT, and big data, UoC redefines creativity as humankind’s greatest asset, and it aims to be a port of creativity that paints a vibrant map for the future. UoC transcends individual boundaries (between humanities, sciences, arts, liberal arts, industry, government, academia, etc.) to engage in unique research and other project activities, fostering interaction among various sensitivities and ideas, and proposing ways of creating new worlds.

Details ▶ [WEB](#) UNIVERSITY of CREATIVITY

Institute of Media Environment (Hakuhodo DY Media Partners)

The Institute of Media Environment proposes a bright, forward-looking vector from the vantage point of the media environment now and in the future. In fiscal 2022, the institute presented its future-oriented insights under the theme of “The Media Environment in 2040.” Recently, the institute has been sharing research and proposals on topics such as the state of viewership of television programs streamed in real time, the media and content consumption of Generation Z, the changing consciousness of reality due to advances in artificial intelligence and virtual reality technologies, and actions that media companies should undertake to promote the Sustainable Development Goals. The institute disseminates such studies and proposals through its website and other channels.

Details ▶ [WEB](#) Institute of Media Environment

Urban Life Research Laboratory (YOMIKO ADVERTISING)

This laboratory researches the design of new relationships between cities and *sei-katsu-sha*. Topics include CIVIC PRIDE, in which the laboratory studies the consciousness which citizens and people involved in communities have toward their regions or towns and the value that they hold as next-generation “third places.” We seek to utilize the laboratory’s insights to explore new business possibilities.

Details ▶ [WEB](#) Urban Life Research Laboratory (Japanese only)

Interview

An Organization That Embodies and Propagates *Sei-katsu-sha* Insight in the ASEAN Region (HILL ASEAN)

HILL ASEAN, established in 2014, is the third think tank focusing on *sei-katsu-sha* research. Its predecessors are located in Japan and China.

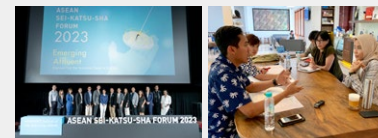
HILL ASEAN conducts research and studies on *sei-katsu-sha* in the ASEAN region through home visits and quantitative surveys. Based in Bangkok, Thailand, the organization elicits assistance from local staff at Hakuhodo offices in six ASEAN countries.* HILL ASEAN’s researchers hail from diverse backgrounds and provide deep insights into ASEAN *sei-katsu-sha* from different perspectives, and work to propose new perspectives and offer marketing recommendations that are valuable to our clients, media, and internal operations. The organization’s research findings are showcased at the annual “HILL ASEAN *Sei-katsu-sha* Forum” held in each country and also on the institute’s website.

The organization conducts country-specific *sei-katsu-sha* research. For example, HILL ASEAN (Thailand) publishes the “Thai Consumption Forecast,” a report that provides insights into *sei-katsu-sha* behavior in Thailand. The organization also conducts workshops that delve deeper into the *sei-katsu-sha* insights with students at leading universities.

* Thailand, Indonesia, Malaysia, Vietnam, the Philippines, and Singapore



Yuko Ito
Managing Director



Details ▶ [WEB](#) HILL ASEAN