

Sei-katsu-sha Insight

Sei-katsu-sha Insight is the foundation of our thinking and planning. It reminds us that consumers have heartbeats and are more than just shoppers performing an economic function. These unique, autonomous individuals that we refer to as *sei-katsu-sha* live in an increasingly diverse society. We believe that deeper insight into their lives is the source from which new value springs. That is why we make it our business to know *sei-katsu-sha* better than anyone else and to use that knowledge to build bridges between the media, advertisers, and *sei-katsu-sha*.

The Culture Cultivation Community

Following the global upheaval spawned by the COVID-19 pandemic and the rapid advancement of digitalization, *Sei-katsu-sha* Insight is essential for undertaking unprecedented initiatives and creating services and business that provide new value to *sei-katsu-sha*.

The Culture Cultivation Community initiative started in the second half of fiscal 2022. Employees from various Group companies came together to engage in dialogue and interact and share *Sei-katsu-sha* Insight, an important Company policy. The aim was to foster a corporate culture that generates new value. Through this initiative, participants learned how to apply *Sei-katsu-sha* Insight in their work, strengthen collaboration among Group companies beyond our respective organizations, and energize communication to create a distinctive organizational culture characteristic of the Hakuholdo DY Group.

In fiscal 2023, the first year of the initiative, collaboration among Group companies resulted in the creation of various new growth opportunities and concluded with the use of the Harappa platform to present and share these achievements, serving as a springboard for the second year.



Interview

My Aspirations

Unleashing Newcomers' Aspirations Through CIVIC PRIDE® Insight



Rinako Ota

Division Manager, Career Design Division, Corporate Operations HQ
YOMIKO ADVERTISING
Culture Cultivation Community Committee Member

At YOMIKO ADVERTISING, we have adopted CIVIC PRIDE® Insight as our company philosophy, combining the Group's cultural foundation of *Sei-katsu-sha* Insight and our own CIVIC PRIDE® asset and incorporating it into new employee training. CIVIC PRIDE® refers to the awareness of being involved in creating better spaces, and it is an essential element in community development and regional revitalization. Based on this awareness, CIVIC PRIDE® Insight is an ideation method that deeply explores and derives the essence of the value of spaces for *sei-katsu-sha*.

During training, we conducted two workshops. The first was a fieldwork-based "location-watching" workshop, where participants went out into the city and took photos of what they consider to be "future happy spaces." They then created a photo report that examined changes in *sei-katsu-sha* values. The second workshop sought to distill the essence of the photos the participants had gathered. We encouraged participants to reflect on the nature of happiness from their own perspective and to derive value that meets *sei-katsu-sha*'s needs. Through these workshops, we uncovered insights unique to new employees, revealing "happy relationships generated by the combination of spaces and *sei-katsu-sha*" and "spaces that evoke future happiness." The results were summarized in presentation format and exhibited internally.

