

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 DY Holdings Research Institutes and Think Tanks

HAKUHODO, Hakuhodo DY Media Partners

Hakuhodo Institute of Life and Living



Hakuhodo Youth Life Lab



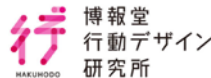
Hakuhodo Senior Business Force
Institute of New Adult Culture



Hakuhodo Institute of
Shopper Insight



Hakuhodo Institute of
Activation Design



Hakuhodo Kosodate Family Lab



Hakuhodo Kyarijoken Plus
(Hakuhodo Career Woman Lab+)



UNIVERSITY of CREATIVITY



Institute of 100-Year
Sei-katsu-sha Life



Institute of Media
Environment



Daiko Advertising

Daiko Institute for
Youth Studies "D'Zlab."



Japan LGBT Research Institute



YOMIKO ADVERTISING

Urban Life Research Laboratory



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 has conducted its long-term longitudinal survey, Seikatsu Teiten, every two years since 1992 to predict future values and desires based on the changing consciousness and behaviors of *sei-katsu-sha* through comprehensive research. The survey repeats the same questions to the same survey areas and respondents under the same conditions. 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. To expand research overseas, we established Hakuhodo Institute of Life and Living Shanghai in 2012 in Shanghai, China, followed by the Hakuhodo Institute of Life and Living ASEAN in 2014 in Bangkok, Thailand.



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

Interview

My Aspirations

We Hope to Create a New Commerce Experience Based on Shopper Insights



Yuki Tarumi
Director, Hakuhodo Institute of Shopper Insight

Established in 2003, the Hakuhodo Institute of Shopper Insight celebrated its 20th anniversary in fiscal 2023. This practical research institute embraces a philosophy of thinking about how companies sell items based on *sei-katsu-sha* purchasing perspectives.

Starting with shopper insight, we have conducted research and made proposals in line with the times and trends on such themes as "shopping forecasts" and "trending desires."

Most recently, we conducted research and surveys on the rapidly changing commerce DX field and the thriving retail media sector in the aftermath of the COVID-19 pandemic. Additionally, for our 20th anniversary we conducted research aimed at capturing price increases and other trends and updated the "shopping desire" concept we developed in 2007 for the modern era.