

## **Hakuhodo DY Group launches ZETTAI WORKS Inc. to provide production efficiency solutions aiming to innovate and expand animated advertising**

Tokyo—November 6, 2024—Hakuhodo DY Holdings Inc. special purpose subsidiary Ventures of Creativity Inc. (VoC Inc.) has established ZETTAI WORKS Inc. The new startup will offer solutions that automate animated advertising production processes, realizing significantly shorter production times while ensuring quality.



Animation, a hugely popular medium with the Japanese, is highly anticipated as an advertising creative method appealing particularly to younger demographics. However, due to chronic labor shortages in the animation industry and the extensive labor involved in production processes, the supply has not kept up with demand, causing the cost of animated advertising production to soar, thus limiting its application in advertising.

ZETTAI WORKS will address these issues by automating some animation production processes, significantly reducing both production costs and time. Quality is ensured by securing and utilizing a wealth of training data that has already been copyright cleared with Japanese animation production studios that were involved in developing the solutions. By automating production processes from layout and storyboarding to keyframes and finishing, ZETTAI WORKS aims to make animated advertising more accessible and bring innovation to the entire industry.

ZETTAI WORKS was selected in the inaugural business competition under the Hakuhodo DY Group's global internal venture program, Ventures of Creativity, which began in FY 2023. The founders of ZETTAI WORKS, Ken Sato, Yohei Ono, and Kenta Izu, who are all from Hakuhodo DY ONE, established the company jointly with VoC Inc. VoC Inc. will support the growth of ZETTAI WORKS, which will operate initially in Japan with a view to expanding globally in the future, with a seed investment of 84 million JPY this month.

### **About ZETTAI WORKS Inc.**

Establishment:	October 25, 2024
Management team:	Ken Sato (Representative Director, seconded from Hakuhodo DY ONE) Yohei Ono (Representative Director, seconded from Hakuhodo DY ONE) Kenta Izu (seconded from Hakuhodo DY ONE)
Business description:	Production of animated advertising
URL:	<a href="https://zettai.works">https://zettai.works</a>

## About Hakuhold DY Holdings

Hakuhold DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhold Inc. (founded 1895), Daiko Advertising Inc. (founded 1944), and YOMIKO ADVERTISING Inc. (founded 1946) integrated and created a joint holding company ("DY" represents the initial letters of Daiko and YOMIKO, respectively).

The Hakuhold DY Group comprises eight distinct groups: The Group's integrated advertising companies Hakuhold, Daiko Advertising and YOMIKO ADVERTISING; the next-generation digital agencies HAKUHODO DY ONE and SoldOut; the integrated media company Hakuhold DY Media Partners; the specialized technology company HAKUHODO Technologies; and the strategic operating unit kyu.

The Group consists of 445 subsidiaries and affiliates with a combined total of over 28,800 professionals working in over 30 countries and regions around the world (as of March 2024). The Group ranked in the top 10 in US trade magazine *Ad Age*'s most recent annual ranking of the world's 25 largest agency companies.

*Sei-katsu-sha* Insight, the centerpiece of the Hakuhold DY Group's philosophy, is the foundation for the Group's thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are *sei-katsu-sha*, or "people with lives." Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples' lives.

Renowned for its creativity, the Hakuhold DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

### To learn more, visit:

Hakuhold DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

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