News Release

Hakuhodo DY Media Partners Inc.
Hakuhodo DY ONE Inc.
ARROVA Inc.

Hakuhodo DY Media Partners, Hakuhodo DY ONE and ARROVA introduce ARROVA Amplify, an X advertising production package

Enables the planning and production of 3DCG creative combining live-action and CG images

Tokyo—February 26, 2025—Hakuhodo DY Media Partners Inc., Hakuhodo DY ONE Inc., and ARROVA Inc. announce the launch of ARROVA Amplify, an X advertising production package for X's X Amplify Sponsorships advertising format. ARROVA Amplify enables the planning and creation of CGI that combines live-action and computer graphics.

Note: CGI refers to images and videos created using computer graphics. It also refers to their use in combination with live-action images, and to the technology itself.



As demand for video content in social media marketing has risen in recent years, so has the need for eye-catching advertising creative. In addition, the increasingly diverse ways in which sei-katsu-sha (our term for the holistic person) engage with media has heightened the importance of capturing their attention and the need for marketing that utilizes video creative. In response, Hakuhodo DY Media Partners, Hakuhodo DY ONE and ARROVA harnessed their X utilization know-how and expertise in 3DCG technology and

creative planning for games and AR content to jointly develop the X advertising production package ARROVA Amplify.

ARROVA Amplify will be available on X's X Amplify Sponsorships format. It is a one-stop package that enables companies that fulfill certain monetary and other ad placement criteria to produce ads using CGI and distribute them on X. Hakuhodo DY Media Partners, as a content partner of X, is responsible for developing and producing the package, Hakuhodo DY ONE is responsible for X advertising operations and ARROVA is responsible for creative planning and production.

The strength of ARROVA's CGI is that it incorporates groundbreaking creative ideas that allow users to enjoy and immerse themselves in the world view of a company's brand, making use of knowledge of game media marketing business that the company has cultivated as a leader in the area in Japan. In a crowded playing field that overflows with video content, the only way to grab the attention of X users is short, impactful creative that maximizes the brand's appeal. We believe ARROVA Amplify is the optimal means to achieve this.

Hakuhodo DY Media Partners, Hakuhodo DY ONE and ARROVA will continue to reinforce their collaboration with X and create innovative advertising experiences that contribute to our clients' growth.

ARROVA Inc. https://www.arrova.co.jp/en/

ARROVA is a subsidiary of Hakuhodo DY ONE Inc., a member of the Hakuhodo DY Group, and is Japan's first marketing agency specializing in game media. It provides consumers with entertainment experiences that connect the "virtual space" and "real space", such as "in-game advertising" that blends into the game space, CGI, AR, and brand games.

【For inquiries regarding this News Release】
Hakuhodo DY Media Partners Inc.
Public Relations /E-mail：mp.webmaster@hakuhodody-media.co.jp
Hakuhodo DY ONE Inc.
Public Relations /E-mail： info-pr@hakuhodody-one.co.jp
ARROVA Inc.
Public Relations /E-mail：contact@arrova.co.jp