

Hakuhodo DY ONE Teams Up with Albirex Niigata to Organize Full Swan Live & Expo 2026, Cocreation Project with Students

– Offering thorough experience ranging from planning to stadium implementation:
Applications open on July 13, 2026 –

Tokyo, July 13, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. is teaming up with Albirex Niigata Inc. to organize Full Swan Live & Expo 2026, a cocreation project with undergraduate and graduate students at universities and colleges. Starting from their “findings” gained by watching a football game, participating students hone their ideas into a final proposal, working with staff members of Albirex Niigata. At the end of this experiential project, participants actually implement their proposal in the form of a booth at the stadium. Applications for participation start today, Monday, July 13, 2026.



■ Outline of Full Swan Live & Expo 2026

Since 2023, Hakuhodo DY ONE has jointly organized with Albirex Niigata three editions of Full Swan Cup, a marketing planning competition under the concept of “students’ power to drive the world.” This year, we are joined by Purpoire, a joint venture company based in Niigata University, to develop this exercise into a new cocreation project providing students with experience in the whole marketing process ranging from “findings” to implementation. It is thus designed as an opportunity for students to recognize the attractiveness of marketing in practice not only by making proposals, but also by acting to give shape to their proposal at the stadium.

Composed of four steps, the project allows participating students to deploy their own booth at the stadium.

Step	Date and place	Description
Live	Saturday, August 15, 2026 Denka Big Swan Stadium	Orientation at Denka Big Swan Stadium, home field of Albirex Niigata, followed by the viewing of its home opener.
Lab	Tuesday, August 18, 2026 Offline Thursday, August 20, 2026 Online	Students share their findings from Live with staff members, extend their ideas and plan marketing proposals.
Expo	Thursday, September 10, 2026 Denka Big Swan Stadium	Students vote to select a winner from among the proposals originating from their ideas and start preparing for implementation.
Action	Saturday, October 31, 2026 Denka Big Swan Stadium	Timed with a home game, students deploy their booth at Denka Big Swan Stadium, and engage in its operation with staff members.

- **Application period:** Monday, July 13 – Friday, July 31, 2026

- **Eligible applicants:** Undergraduate and graduate students at universities and colleges

*Applicants may or may not be living in Niigata Prefecture but are required to participate in Live on August 15, 2026.

- **Participation fee:** Free

*Please note that there will be no compensation for travel or accommodation expenses to participate in the event (Live/Expo/Action).

- **Contact:** Full Swan Live & Expo Secretariat fullswan@hakuhodody-one.co.jp

- **Official website:** <https://fullswan-expo.hakuhodody-one.co.jp/>

■ Next steps

A digital marketing company serving as the “Digital Core” of the Hakuodo DY Group, Hakuodo DY ONE established its Niigata Office in 2019 at the invitation of the Niigata prefectural and municipal governments to promote human resource development and business expansion in Niigata. We are also working on a mechanism for more people to enjoy themselves as a “digital marketing partner” to Albirex Niigata.

Building on its expertise developed through digital marketing, Hakuodo DY ONE is committed to contributing further to the revitalization of the local economy. We are thus aiming to create sustainable values by scaling the cocreation know-how accumulated through Full Swan Live & Expo to a wider range of subjects.

< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Hiroaki Kitazume, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,290 (April 1, 2026, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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