Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE to Enhance Support for Corporate Transformation Based on an Understanding of Sei-katsu-sha Living in the Age of AI, in Collaboration with Magicx consulting

～Providing end-to-end support from AI optimization (AIO) to AI-powered managerial, organizational and operational transformation～

Tokyo, September 8, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has decided to work with Magicx consulting Inc., a Hakuhodo DY Group company specialized in helping companies to implement DX and AI, to enhance the AI optimization (AIO) support service to shape the customer experience in the AI era, and the AI management consulting service to help bring about fundamental operational and organizational transformation, building on our insight gained from the *Sei-katsu-sha* Survey on Generative AI-Powered Shopping.※1

■Background

Generative AI is now penetrating the everyday life of *sei-katsu-sha*,※2 used for product selection and comparison when shopping, among others, but it is not yet fully clear how this is affecting their final purchase decision. In many cases, businesses have only adopted AI as a simple tool, hesitating to advance to the stage of rebuilding touchpoints with customers powered by AI and transforming their operating processes to facilitate the transition.

Through the Sei-katsu-sha Survey on Generative AI-Powered Shopping, we obtained the following findings and implications regarding the impact of generative AI on the shopping behavior and decision-making process of sei-katsu-sha, and the potential of AI adoption in shopping.

- Key findings

1. AI has different impacts on purchasing behavior depending on the characteristics of the industry concerned.
   - The information structuring capability of generative AI tends to facilitate decision-making in industries such as home electronics, food and daily commodities, where product features and options can be easily identified for comparison.
   - In industries requiring careful and expensive purchase decisions, including housing and communication carriers, on the other hand, information gathering with generative AI is not sufficient, requiring other touchpoints including for professional explanations and on-site observation.
   - That said, tendencies may differ even within the same industry depending on the product category or brand, implying the need for AI adoption design tailored to the characteristics of the product in order to be selected by sei-katsu-sha via AI.
   - As yet, AI adoption has not reached the stage of serving as a substitute for human decision-making but merely facilitates it. Thus, AI is already facilitating decision-making in some industries, while in others, human experience and trust still have the upper hand.

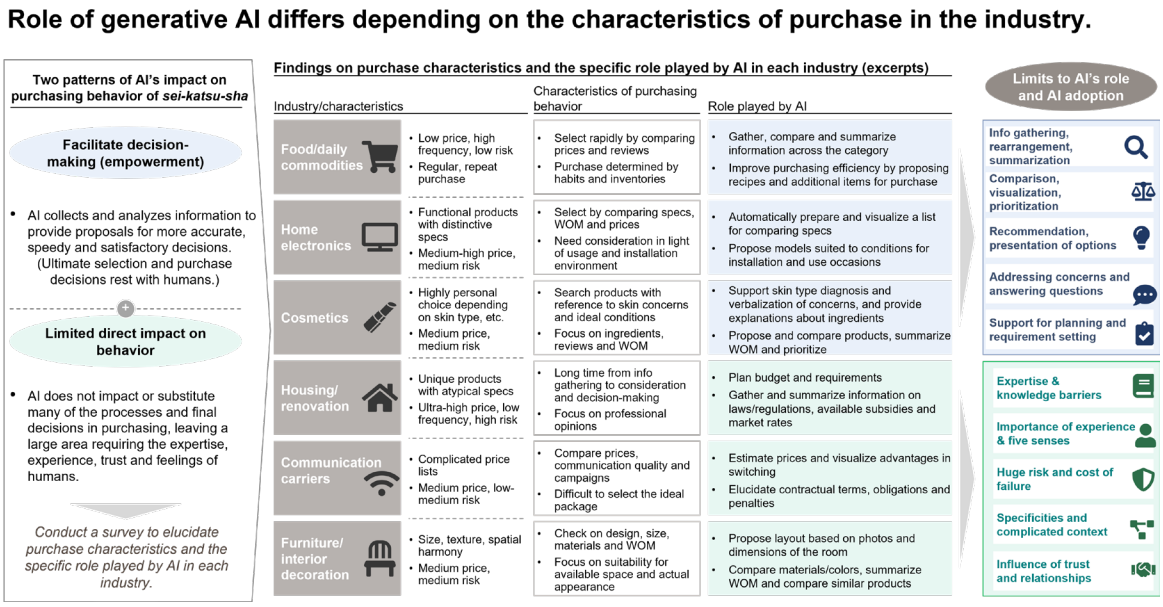


Fig. 1: Role of AI in purchasing behavior and limitations to AI adoption by industry

2. After three weeks of continued utilization, AI evolved from a simple tool for information search into an "escort runner" to make proposals tailored to personal values and context.

- Initially, AI was used like a search engine with exchanges of questions and answers, but in time, monitors started to share with generative AI their personal problems including health conditions, inferiority complex and relationships.
- In the second half of the survey period, AI further developed into an "escort runner" for decision-making, as users found new options and optimal solutions through interaction and conversation.
- As AI grows into an "escort runner in decision-making" in just three weeks, sei-katsu-sha come to take proposals by AI for granted. It is like a trusted third party that is not controlled by businesses intervening in the decision-making process of sei-katsu-sha.

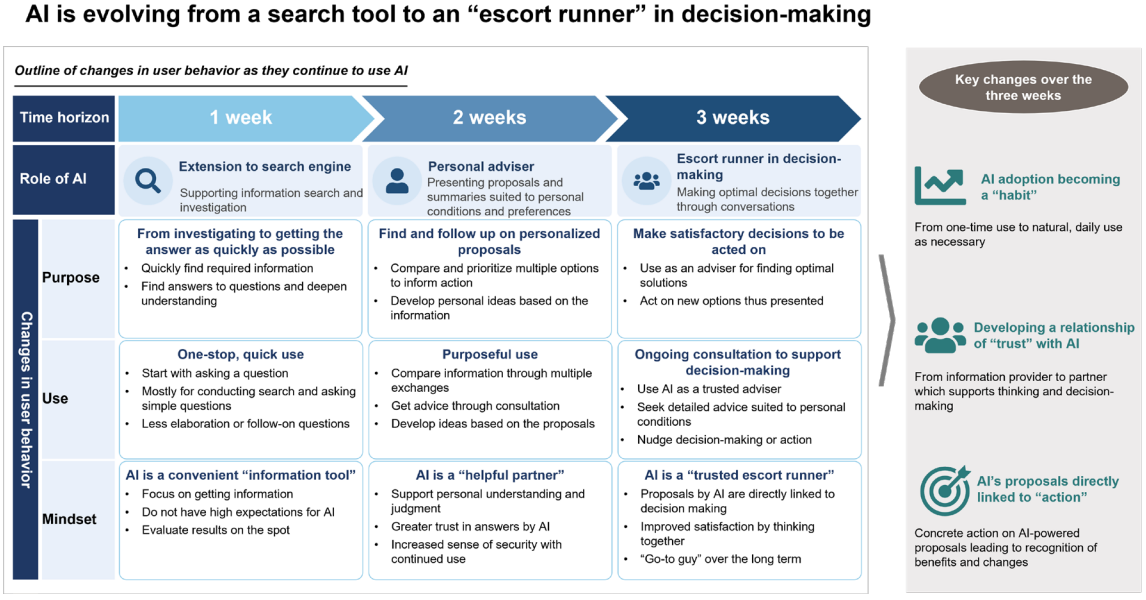


Fig. 2: Changes in the role that sei-katsu-sha want from generative AI

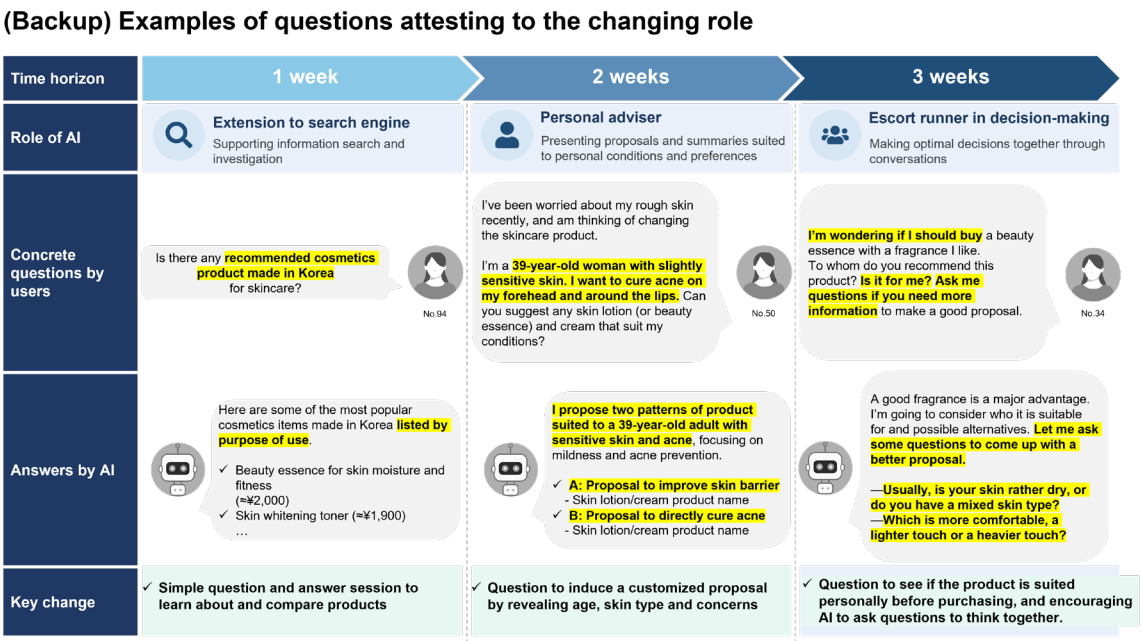


Fig. 3: Voices of sei-katsu-sha attesting to the changing role

■Implications of the survey results

The survey results gave two main implications.

- Accompanying *sei-katsu-sha* in their continuous changes

  We found that AI adoption by sei-katsu-sha plays different roles depending on the industry or product category concerned, with evolution into an "escort runner" in decision-making in just three weeks. Accordingly, businesses are required to achieve company-wide transformation by adapting to the changing sei-katsu-sha behavior while gaining insight into how AI works within the context of their industry.

- Transformation into an organization in sync with *sei-katsu-sha*

  Each employee is a sei-katsu-sha, too. If the behavior of sei-katsu-sha changes quickly, that of employees may change similarly, and can be changed intentionally. We consider that the productivity and competitiveness of a company depend on whether it can design this short-term change systematically.

In view of those two implications, we have identified four routes that a company should follow going forward (Fig. 4).

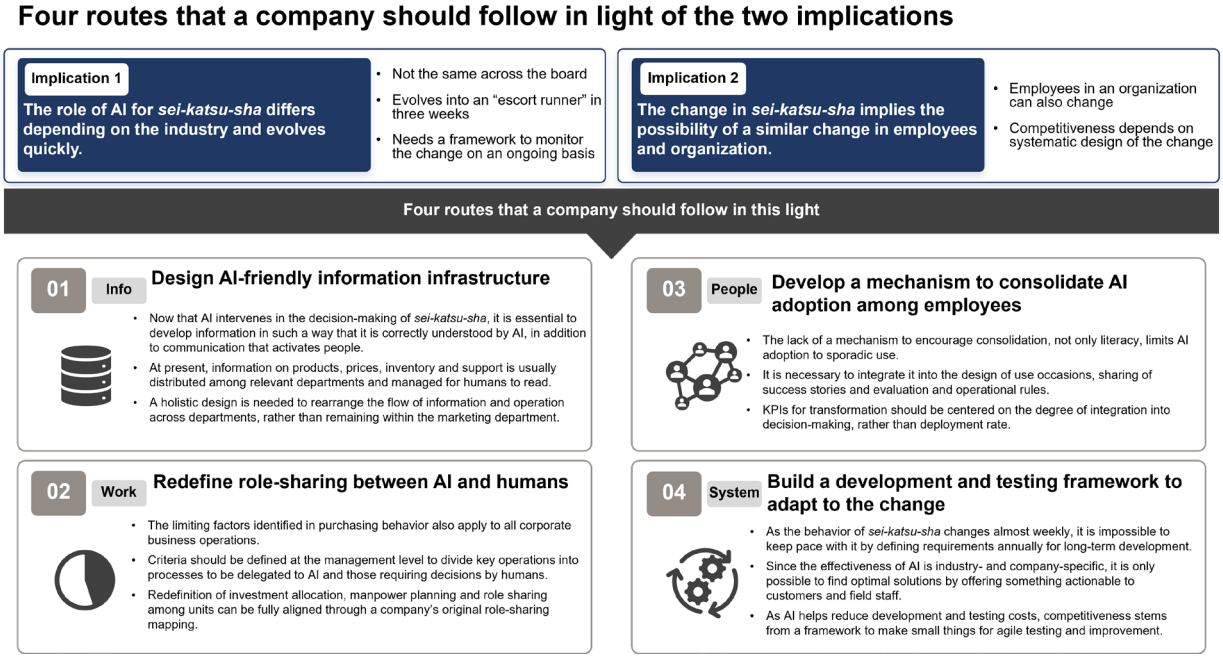


Fig. 4: Four routes that a company should follow to adapt systematically to the changing behavior of *sei-katsu-sha*

Those four routes cannot be addressed with action at the departmental level alone, but form a set of business challenges that require reviewing the entire framework ranging from customer touchpoints to business operation and organization. This entails a capability to observe how sei-katsu-sha are using AI and how their behavior is changing, and to translate the observation into business and organizational design.

By combining its understanding of sei-katsu-sha built over the years with the expertise of Magicx consulting in DX and AI implementation, Hakuhodo DY ONE helps clients tackle their issues in an integrated manner through two service offerings: "AIO support" to design an AI-friendly customer experience, and "AI management consulting" to rebuild management, operation and organization on AI

■Scope of service
Here are the key features of our service offerings.

- AIO support
  In addition to general AIO features including search keyword analysis and SEO extension, this service typically enables product- and brand-specific AI-friendly information design on an ongoing basis, depending on whether AI is already facilitating decision-making, or human experience and trust still have the upper hand in the industry concerned. We thus offer AIO centered on shopping behavior, combining our Sei-katsu-sha Centric Mindset nurtured through the monitoring of *sei-katsu-sha* and markets over the years with the insights gained from HDY Group's flagship *sei-katsu-sha* research including the present survey.

- AI management consulting
  Unlike traditional AI consulting solely providing support for tool deployment, this service

features a unique approach of constantly capturing changes in sei-katsu-sha and markets including through the present survey to keep feeding the insights thus gained into the design and implementation of AI-powered business transformation. For instance, we adapt our insight into trust-building, according to which sei-katsu-sha come to regard AI as an “escort runner” in three weeks, to the design of the relationship between employees and AI to develop a transformation policy at the management level, including on the redefinition of KPIs and the redesign of roles reserved for humans. Building thereon, we provide a support package ranging from the design of operational processes, organizational structure, change management and governance to its prompt testing and implementation following AI-driven development in response to the fast-changing behavior of sei-katsu-sha.

■Next Steps

Generative AI is expected to grow into an essential actor in supporting satisfactory decision-making by sei-katsu-sha at every point of contact in their purchasing behavior. As part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, Hakuhodo DY ONE is committed to working with Magicx consulting to help clients realize sustainable growth as a leading partner in corporate transformation in the AI era, by combining our group-wide expertise in AI, data, creative and consulting.

Survey overview

Method: Qualitative survey with Marketing Research Online Community (MROC)
Period: H1 2025 and H1 2026
Samples:
- 70 males and females aged 20–69 across Japan
- Users of generative AI in private/daily life
- Those who do not use generative AI to assist shopping
- Those with purchase intent for targeted categories (food, daily commodities, hobbies, home electronics, housing, communications, etc.)

Research agency: 10 Inc.

※1 The Sei-katsu-sha Survey on Generative AI-Powered Shopping was co-organized by Hakuhodo DY ONE, Magicx consulting and Hakuhodo Institute of Shopper Insight, a think tank of Hakuhodo Inc.

※2 “Sei-katsu-sha” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

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About Magicx consulting Inc.

Magicx consulting is a consulting firm of the Hakuhodo DY Group specialized in digital transformation (DX), helping companies advance DX, transform consumer experience (CX) and create new business, with our insights built on the Sei-katsu-sha Centered Mindset and a scientific approach driven by customer data.
With integrated support ranging from strategy planning and execution to organizational and operational reform and IT development, we comprehensively promote value creation by clients, contributing to the upgrading of customer experience and the realization of sustainable growth through AI adoption and data-driven solutions.

Head Office	:	Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	:	Norihiro Yagi, President, Representative Director
Established	:	December 24, 2022
Business	:	DX consulting, support for AI adoption, support for new business development, IT consulting, etc.

＜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.

Head Office	:	Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	:	Hiroaki Kitazume, President, Representative Director
Employees	:	3,290 (as of April 1, 2026)
Established	:	April 1, 2024
Business	:	Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

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