

Hakuhodo DY ONE Inc.

Torchlight Inc.

ARROVA Inc.

Hakuhodo DY ONE, Torchlight and ARROVA to Collaborate with Albirex Niigata to Launch a LINE Mini App “Mini Swan”

– Helping to visualize attendance data
and improve the convenience of spectators at the stadium –

Tokyo, July 27, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc., Torchlight Inc. and ARROVA Inc. are joining forces with Albirex Niigata, a professional soccer club in Japan’s J. League, to distribute Mini Swan, a newly developed LINE mini app to enable visitors to easily access the information they need to enjoy the game.*



■ Background

How to win new fans and supporters, and build ongoing engagement with each spectator is one of the major concerns for any sporting event. Typically, “light,” or less engaged fans tend not to visit the stadium largely because they do not know how to move around, eat, drink or enjoy themselves in the spacious premises. Moreover, it is difficult for a club to build a direct point of contact with fans and supporters who have less experience of watching games at the stadium, which makes it difficult to make follow-up contact after watching a game or to approach fans to encourage them to visit again. In

light of this situation, this project is designed to help steadily expand the fan base by digitally connecting the experience before and after watching a game, especially for “light” fans, to offer a smooth, enjoyable experience even for those coming to the stadium for the first time.

As a “digital marketing partner” with Albirex Niigata, Hakuhodo DY ONE is working on mechanisms to enable more fans to enjoy the experience at the stadium. Mini Swan, the newly developed LINE mini app, is a service that aggregates various functions, including check-in at the stadium for a game, a map of facilities and shops inside and outside the stadium, mini games and game information, thereby supporting constant communication with spectators.

Users do not have to install the mini app as it will be made available on LINE, a communication app already widely used on a daily basis, which means that anyone can easily access the game-viewing experience. There is also a check-in function to connect with visitors other than ticket-holders (such as those accompanying them). Attendance data will be used for post-game follow-up to build relationships with, and encourage “light” fans to visit again.

■ Service features

● Check-in function (with LINE touch)

You can check in by just pointing your smartphone toward a dedicated panel or sticker located both inside and outside of the stadium on the gameday. With this check-in function, attendance data of every single spectator is recorded, which makes it possible to make direct contact with visitors who could not be identified solely with ticket purchasing data. In this way, the less engaged fans who visited the stadium with a ticket distributed within a group can be approached effectively for post-game communication and measures to encourage them to visit again.

In addition, the fans who check in can get digital stamps of “localized Albi,” specific to each game of the 2026/27 season. Depending on the number of stamps collected, you can exchange them for a coupon or item of your choice, which makes the in-stadium experience more enjoyable, including purchasing food, beverages and novelty goods.

● Stadium map

This map aggregates information on food and facilities inside and outside the stadium. It is designed in such a way that even a spectator visiting the stadium for the first time may enjoy the on-site experience comfortably.

● Game-viewing guide

Intended for “light” fans, this guide suggests how to enjoy the experience before the game and on the gameday in chronological order, and provides a variety of content which showcases the attractiveness of the stadium.

- **Daily mini games**

We also offer mini games with their settings in the stadium to keep in touch with spectators outside gamedays. We keep motivating fans to visit again by distributing freebie coupons that can only be used on a specific gameday at eateries and novelty goods stores in the stadium.



■ Next steps

Hakuhodo DY ONE, Torchlight and ARROVA are committed to helping improve fan engagement with Albirex Niigata, leveraging our expertise in communication design and operation centered on LINE. Going forward, we will reorganize into a service package a series of mechanisms developed by Mini Swan to promote DX for spectators by combining the official LINE account, LINE mini app and LINE touch, to be offered to professional sport teams, event organizers, local governments and other related actors across Japan.

*Hakuhodo DY ONE and Torchlight are responsible for the planning, overall functions and check-in function of Mini Swan, while ARROVA develops the stadium map and daily mini games.

< 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 Hakuhold DY Group
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

■ **Torchlight Inc.** <https://www.torchlight.co.jp/>

Torchlight, a Hakuhold DY ONE group company, provides TeLAS, an end-to-end support service for official LINE business accounts that promises successful outcomes by combining data with our unique expertise in the customer-centric perspective.

Building on a track record in winning the hearts and minds of people through LINE, we help foster more engaging communication between businesses and *sei-katsu-sha** by applying our expertise in *Sei-katsu-sha* Centric Mindset to provide an inspiring experience for all stakeholders.

Representative: Satoshi Kumada, President & Representative Director
Location: Ebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo
Start of integration: October 2008
Business: Integrated design of company communication initiatives, product development, promotional support, marketing support utilizing social media (official LINE account consulting, social network promotion)

■ **ARROVA Inc.** <https://www.arrova.co.jp/>

ARROVA, a Hakuhold DY ONE group company, is Japan's first marketing agency specializing in game media. We deliver entertainment experiences that connect "real" space with "virtual" space, including in-game advertising completely built into the gaming space, as well as CGI, AR and brand games.

Location: Ebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo
Representative: Yusuke Kawai, President & Representative Director
Start of integration: August 1, 2023
Business: Advertising sales, advertising creative production, game production, digital fashion

* "*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.

Inquiries

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