Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Go Sugihara Appointed Executive Adviser at Hakuhodo DY ONE

– Further increasing competitiveness in view of structural changes in the marketing and advertising industries –

Tokyo, April 6, 2026 – Hakuhodo DY ONE Inc. is pleased to announce the appointment of Go Sugihara as Executive Advisor on April 1, 2026. Well-versed in the latest developments in the marketing and advertising industries, he brings with him expertise in a wide variety of disciplines and an extensive network of contacts.

■ Background and objective

Drastic structural changes are underway in marketing and advertising due to the rapid evolution of artificial intelligence (AI) and rising expectations for agentic advertising in recent years. Hakuhodo DY ONE considers that professional expertise from an outside perspective will become increasingly crucial in order to sustain competitiveness under these circumstances and to redesign a longer-term direction for our business.

Go Sugihara has deep expertise in platform advertising, retail media, e-commerce and agentic advertising, as well as in the latest developments in next-generation marketing driven by the evolution of AI, supported by diverse insights into trends in the marketing and advertising industries, and an extensive network of contacts both inside and outside Japan. By working with him, we aim to improve the quality of managerial decision-making and improve the accuracy of strategy planning and accelerated execution.

■ Profile of Go Sugihara



After stints at KDDI and Intel, Go Sugihara was responsible for account planning strategy at Overture (currently Yahoo! Search Ads) and Google Japan. In 2009, he founded ATARA Corporation, a provider of consulting services and marketing tools. He is one of the few platform business analysts capable of providing updates including on platform advertising and retail media. In addition to deep knowledge of the standardization of advertising for the next generation (AdCP, UCP, ARTF), he is also well-versed in the technical and operational challenges for delivering agentic ads. He now operates a “Platform Mindset” channel on X, LinkedIn and Voicy.

■ Comment from Go Sugihara

The marketing and advertising industries are in the midst of substantial structural changes primarily driven by the evolution of AI. Against this backdrop, it is an honor to be invited to join Hakuhodo DY ONE in its efforts to improve competitiveness going forward.

With the business environment changing rapidly, redesigning strategy from a longer-term perspective is critical, in addition to addressing immediate challenges. I am determined to play a part in the decision-making and future growth of Hakuhodo DY ONE with my perspective as an outsider and knowledge across industries.

＜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	:	3,172 (April 1, 2025, forecast)
Start of integration	:	April 1, 2024
Business	:	Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

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