Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE Enhances Support for Cross-Border Advertising in Response to the Geographical Expansion of ChatGPT Ads to Six ASEAN Countries and Taiwan

– Leveraging a global network to help Japanese companies penetrate Asian markets –

Tokyo, October 14, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has enhanced its ChatGPT cross-border ads operation in view of the progressive expansion of the distribution area of ChatGPT ads by OpenAI to include Singapore, Indonesia, Thailand, the Philippines, Vietnam, Malaysia and Taiwan.

As part of i CROSS BORDER JAPAN[*1], a service brand specialized in cross-border marketing, Hakuhodo DY ONE offers overseas digital marketing services for Japanese companies to help promote both outbound and inbound tourism. The present initiative is intended to provide one-stop support for ChatGPT ads operation to Japanese companies considering the possibility of cross-border marketing in Asian markets by working with digital marketing companies of the Hakuhodo DY Group active in various countries to develop an operational framework in compliance with local laws, regulations and business practices.

■Background

In recent years, *sei-katsu-sha*[*2] across the globe have been increasingly gathering information through exploration in conversation with AI, in addition to the traditional keyword search. ChatGPT ads offer a new touchpoint where companies can highlight their products and services just as *sei-katsu-sha* search for information and consider options through conversation. Meanwhile, Japanese companies face challenges in adapting to different local regulations, languages, business practices and market trends in launching marketing operations across Asian markets.

Leveraging its global network covering key countries and regions in North America, Europe, Oceania and East Asia, Hakuhodo DY ONE's i CROSS BORDER JAPAN has established a cross-border advertising distribution framework integrating local market trends and operational know-how. Hakuhodo DY ONE has also accumulated expertise in the operation of ChatGPT ads since we started an early pilot offering of ChatGPT ads in June 2026 as its launch partner in Japan[*3]. We are now poised to support cross-border marketing by clients in response to the geographical expansion of ChatGPT ads.

■ Scope of support offered by i CROSS BORDER JAPAN

1. Prompt response to the geographic expansion of ChatGPT ads

Now that the coverage of ChatGPT ads has expanded from existing areas comprising the United States, Canada, the United Kingdom, Australia, New Zealand and Korea, among others, to include

Singapore, Indonesia, Thailand, the Philippines, Vietnam, Malaysia and Taiwan, i CROSS BORDER JAPAN stands ready to support advertising expansion into new countries and regions, leveraging our support framework covering an extensive area in Asia-Pacific.

2. Operational structure leveraging expertise and trends in Asian countries

We have built a structure to share operational know-how and market trends accumulated in local offices overseas for coordination in Japan. We aim to constantly improve operational quality by gaining insight into developments in the fast-changing markets overseas to inform the operation of ChatGPT ads.

3. Adaptation to comprehensive marketing campaigns including ChatGPT ads

Hakuhodo DY ONE is seeking to provide visionary value. Leveraging our knowledge gained through forward-looking marketing campaigns in Japan pre-empting the emergence of AI optimization (AIO) and AI search, we also propose comprehensive cross-border marketing campaigns not limited to ChatGPT ads.

■ Next steps

As part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, Hakuhodo DY ONE remains committed to supporting AI-powered global marketing operations including ChatGPT ads. We are thus determined to enhance marketing support tailored to the local market environment, making the most of our synergy with Group companies overseas.

*1 i CROSS BORDER JAPAN https://www.icrossborderjapan.com/en/
*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.
*3 See the release of Hakuhodo DY ONE on June 18, 2026: “Hakuhodo DY ONE to Implement a Pilot in Japan on Advertising in OpenAI’s ChatGPT,” https://global.hakuhodody-one.co.jp/en/news/news-releases_202606186057/

＜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 ourselves and evolve 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

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