

Hakuhodo DY ONE to Launch “Owned Media Integrated Support Package Service” with Mynavi and Media Engine

– Offering one-stop support from planning/content production to SEO/AIO/media operation –

Tokyo, November 10, 2025 – Hakuhodo DY ONE Inc. is pleased to announce the launch of the Owned Media Integrated Support Package Service jointly with Mynavi Corporation and Media Engine, Inc.

Owned Media Integrated Support Package Service

Offering one-stop support from planning/content production to SEO/AIO/media operation



The information-gathering activities of *sei-katsu-sha*^{*} are constantly diversifying and advancing, driven by the expansion of social media and the rapid evolution of search engines and generative AI in recent years. Accordingly, for businesses to be “found” and “selected,” it is imperative that they engage in quality content operation to ensure that the information they provide reaches the target audience, and to implement cutting-edge SEO and AI Optimization (AIO) measures, rather than relying on simple messaging. Since such sophisticated owned media operation requires a wide range of expertise and practical know-how, however, it is not easy to achieve optimal results solely with internal resources.

In order to address those formidable challenges, Hakuhodo DY ONE, an expert in supporting SEO and AIO and in digital marketing, is joining hands with Mynavi, which excels at media operation and editing, and Media Engine, equipped with know-how in quality article production, to launch the Owned Media Integrated Support Package Service, which is designed to help clients through one-stop owned-media

operation, as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals. By providing end-to-end support for the whole owned media operation process ranging from planning and editorial policy-making to SEO, AIO, effectiveness measurement and improvement recommendation, this package seeks to deliver unprecedented, comprehensive, high-quality services. In so doing, businesses can maximize their messaging skills, create new touchpoints with *sei-katsu-sha*, and aim to improve brand equity and sustainable growth.

About Owned Media Integrated Support Package

This package offers one-stop support for businesses to meet various challenges in owned media operation, ranging from planning and editing to content production, SEO/AIO, website building, media operation, effectiveness measurement and improvement recommendation. We thus support the messaging skills and brand equity of clients through the construction of highly competitive websites to accommodate AI-powered search engines and the latest editions of generative AI, and the creation of quality content.

Key support functions

- **Hakuhodo DY ONE:** SEO/AIO, keyword selection, website building, and effectiveness measurement and improvement
- **Mynavi:** Planning capabilities built on rich experience in media operation, editorial policy-making, postings on media, and in-house support
- **Media Engine:** Content planning, quality article production skills, analytical capabilities, editorial policy-making and consistent quality control system built on know-how on media operation

■ Features

One-stop integrated support

We provide end-to-end support for the entire owned media operation process, beginning with interviewing the client and extending to media strategy planning and editorial policy-making, content production, and effectiveness measurement and improvement. If desired, you can even entrust us with the entire operation as an editorial department.

Enhancement of SEO/AIO

Leveraging Hakuhodo DY ONE's insights into SEO and AIO, we deliver "AI-friendly" content design and website building optimized not only for search engines but also for generative AI.

Quality content production

Combining Mynavi's article-writing and editorial capacities leveraging Tsukureru SEO (actionable

SEO) with the analytical/editorial policies and consistent quality control structure and performance of Media Engine built on its media operation know-how, we offer quality content to improve brand equity and raise brand interest on behalf of clients.

Collaboration with Mynavi media

We create new channels of customer inflow with possible planning of regular features, establishment of categories specific to clients and posting of articles (Mynavi Media Collaboration Plan) within existing media platforms including Mynavi News, operated by Mynavi.

In-house support on demand

We also produce content, help bring media operation in-house or provide on-site support at the request of the client.

■ Next steps

Hakuhodo DY ONE remains committed to promoting the development of advanced marketing solutions in the domain of owned media. Centered on this service, we are redoubling efforts to provide multifaceted support for the business growth of clients, including further adoption of generative AI, data-driven support for media operation, and enhancement of content initiatives for creating new points of contact with *sei-katsu-sha*.

* “*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.

< 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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