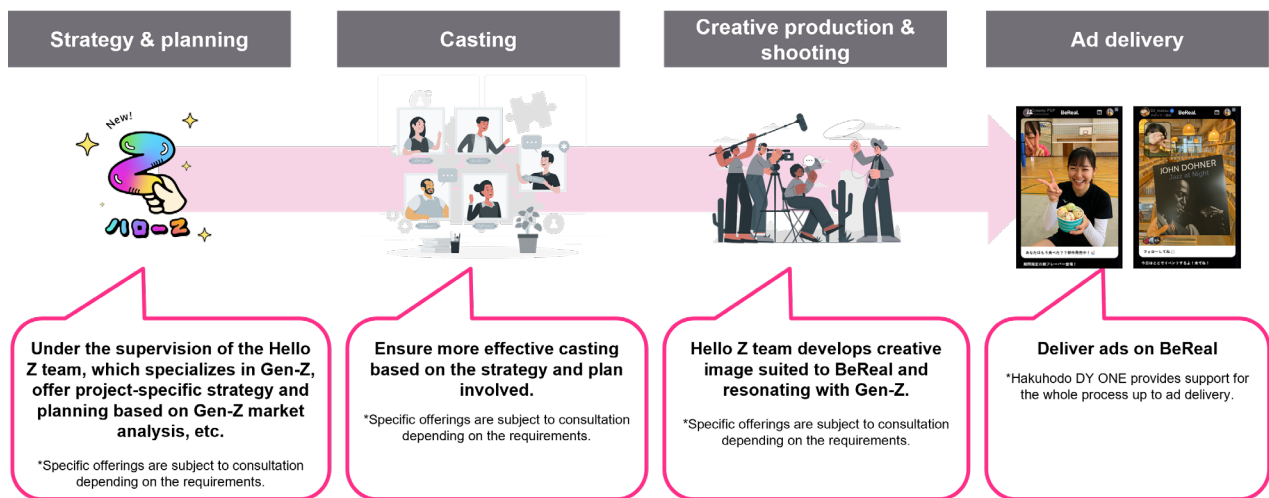


Hakuhodo DY ONE to Offer “Hello Z x Influencer BeUp!,” a New Service to Create BeReal Ads that Resonate with Gen-Z

- Creating real empathy under the supervision of Hello Z, a company specialized in youth-oriented digital promotion –

Tokyo, December 4, 2025 – Hakuhodo DY ONE Inc. is pleased to announce the launch of “Hello Z x Influencer BeUp!,” an original ad creative service, in collaboration with BeReal SAS, the provider of the social photography app BeReal, under the supervision of Hello Z, our youth-oriented marketing and creative unit. This initiative is designed to provide powerful support for social media marketing by clients, delivering communications in sync with the daily lives of young people.

Hakuhodo DY ONE × BeReal.



■Background

With the diversification of lifestyles and information channels among youth in recent years, a crucial marketing challenge is to design communications that resonate with Gen-Z. Attention is thus turning to BeReal, a social photography app, as a new approach to social media marketing. BeReal is particularly popular among Gen-Z people with 5 million monthly users, over 87% of whom are aged 14 to 27. The app typically helps share what people are doing here and now: In response to the daily prompt delivered at random, users are asked to take a snapshot of their daily life and post it without processing within two minutes.

In Japan, BeReal has been operating a robust advertising business since 2024. Aiming for Gen-Z marketing that makes the most of the characteristics of BeReal, Hakuhodo DY ONE has decided to

launch this service under the supervision of Hello Z, our unit specialized in youth-oriented digital promotion.

■Service features

Hello Z x Influencer BeUp! is a special plan that leverages the unique strengths of Hakuhodo DY ONE, building on BeUp! (BeReal tie-up), BeReal Japan's collaboration package with content partners. It has three key features.

1. Hello Z to supervise the whole process of planning, casting and production

Hello Z is tasked with supervising the entire process ranging from strategy formulation to planning, casting and creative production. It mainly consists of Gen-Z employees who excel at digital promotion, with a deep understanding of the real feelings, latest trends and digital behavior patterns specific to Gen-Z. With the cooperation of team members who are college students, we extract real insights from the primary information (specific cases) collected from interviews with stakeholders to produce optimal creatives suited to the characteristics of BeReal, capable of capturing the attention of Gen-Z people.

2. BeReal-like advertising creatives

One of the typical objectives of BeReal is to share scenes from daily life with mutual followers, rather than going for good-looking pictures. In advertising, brands can also build trust through creatives produced by popular creators among Gen-Z to raise the appeal of products in a natural manner within the context of real daily life. We are thus able to propose advertising creatives that are more attractive to Gen-Z users.

3. No charge for creator casting and production with BeUp!

With BeUp!, you only have to pay for ad distribution on BeReal, as the casting of creators and the production of creatives are free. In this way, clients can deliver ads in collaboration with popular creators among Gen-Z without any extra charge.

*This service is conditional on media buying by Hakuhodo DY ONE.

■Next Steps

Hakuhodo DY ONE remains committed to offering innovative solutions through marketing support targeting Gen-Z, so that clients may build real and deep communications with people of the next generation to achieve sustainable brand growth.



About Hello Z

Hello Z is a marketing lab specialized in the analysis and research of the values and lifestyles of contemporary young people. Mobilizing specialists in various disciplines at Hakuhodo DY ONE, including strategic planners, creators and medial planners, we perform optimal media selection, creative design and solution development under the theme of “novel marketing for the next generation.” We conduct research and development to help companies improve the performance of their promotions targeting Gen-Z people, staying alert to the real feelings and trends among youth.

<https://www.hakuhodody-one.co.jp/service/marketing-lab/hello-z/>

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< 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	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, 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

For inquiries regarding this News Release

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