

Hakuhodo DY ONE and NeU Launch Joint Research to Visualize the True Value of Video Advertising with “Neuromarketing x Creative”

- The latest findings and applications identified by the research to be published at a seminar on March 25 –

Tokyo, March 5, 2026 – Hakuhodo DY ONE Inc. is pleased to announce the launch of a joint research project to verify the effect of video advertising in collaboration with NeU Co., Ltd. As the first phase of the project, we leveraged the professional neuromarketing technology of NeU to scientifically demonstrate the effectiveness of Attention to Action (ATA)^{*1}, a unique creative framework advocated by Hakuhodo DY ONE. The findings and applications of ATA identified by the research will be made public at a seminar slated for March 25, 2026 entitled: “Compelling Video Ads as Demonstrated by Neuroscience: What Are Emotion-Triggering Creatives That Never Go Unnoticed?”



■ Background

In today’s world of information saturation, video ads, which are delivered to *sei-katsu-sha*^{*2} on a daily basis, are easily lost in the clutter, and their effectiveness essentially depends on the quality of the creative work. As a result, even if KPIs in video ad delivery (such as impressions and reach) are achieved, they often fail to translate into actual changes in the attitude or purchasing behavior of *sei-katsu-sha*, hence the emerging challenge of “how to get the message through, not just delivering it.”

To address this challenge, Hakuhodo DY ONE focuses on the “unconscious reactions” of *sei-katsu-sha*, which cannot be captured by conventional surveys or distribution data. NeU, as a pioneer in the fields of neuroscience and neuromarketing, owns the technology to scientifically elucidate these unconscious reactions. This joint research project aims to expand the possibilities of new effectiveness verification techniques and creative development in video advertising by combining the strengths of Hakuhodo DY ONE, namely its extensive knowledge in digital marketing and capabilities in creative framework development, with those of NeU, namely its advanced expertise in neuromarketing.

As a result of this joint research, companies can expect to maximize their return on investment by leveraging neuroscience to design video ads that bring “true effectiveness,” and to clarify the

factors underlying their challenges on a deep psychological level, thus moving away from traditional, intuitive decision-making. The expertise and technology of the two partners effectively allow us to deliver highly reproducible results through consistent support from strategy planning to creative production and distribution.

■ Outline of the joint research project

Neuromarketing is a technique that uses biometric indicators such as brain waves, eye movements, heart rate, and skin conductance responses to measure, analyze, and visualize the unconscious mental processes and reactions of *sei-katsu-sha*, including “latent interests and preferences” and “memorable elements” that they are not even aware of. By combining advanced neuromarketing technology and the latest knowledge, we aim to achieve the following:

- Scientifically prove that biometric indicators such as brain waves, eye movements and emotional responses are effective indicators that may complement or replace conventional indicators in measuring advertising effectiveness;
- Expand the possibilities of using biometric indicators in marketing by establishing specific applications and frameworks thereof;
- Ensure a more fundamental understanding and improvement of advertising effectiveness by visualizing the unconscious reactions of *sei-katsu-sha*.

■ Outline of the seminar

Building on the insights and verification results obtained from testing the effectiveness of the ATA creative framework, conducted as the first phase of our joint research, this seminar will consider what video advertising should be today, and highlight new techniques to achieve middle-funnel KPIs such as brand interest and purchase intent, through a scientific approach that uses neuromarketing to unravel people’s mind.

Seminar name	Compelling Video Ads as Demonstrated by Neuroscience: What Are Emotion-Triggering Creatives That Never Go Unnoticed?
Date	Wednesday, March 25, 2026 at 14:00–15:00
Format	Online (Zoom) *The URL for viewing will be sent via e-mail by the day before the event.
Participation fee	Free (prior application required)
Targets	• Those facing challenges in considering whether to introduce video advertising • Those interested in effective creative expressions for the middle funnel • Those interested in new effectiveness verification methodologies (biometric indicators) • Those struggling to find new creative solutions or expand the target audience
Organizers	Hakuhodo DY ONE Inc., NeU Co., Ltd.
For details or application	https://oneder.hakuhodody-one.co.jp/seminar/neu-ata-260325 (Japanese)
Application deadline	Monday, March 23, 2026 (TBC)
Notes	• Please note that participants may be selected by lottery if there are too many applicants. • The seminar is not open to those who are working for any of our competitors or who are not affiliated with any company. • Please note that the content of the seminar may be changed without notice.

■ Next steps

Hakuhodo DY ONE and NeU will continue to conduct research centered on neuroscience, neuromarketing, and advertising creatives, aiming to establish techniques to predict and improve the effectiveness of video advertising based on brain and biometric indicators. Through this joint research project, we are committed to promoting advanced initiatives to fundamentally improve advertising results in the digital video advertising domain, thus contributing to the business growth of our clients.

*1 A creative framework advocated by Hakuhodo. DY ONE, ATA is about designing video creatives that capture the behavioral psychology of *sei-katsu-sha* to transform attention into meaning and action.

<https://www.hakuhodody-one.co.jp/service/marketing/creative/ata/>

*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.

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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

■ NeU Co., Ltd <https://neu-brains.co.jp/>

NeU was established with the aim of applying neuroscience to industry, building on the knowledge gained from cognitive neuroscience research at Tohoku University and the brain activity measurement technology developed by the Hitachi Group.

Utilizing brain activity measurement and analysis technology and the results of cognitive function research, the company offers consulting services and solutions related to corporate marketing strategies, product and service development, and user experience design.

The company advances the social implementation of neuroscience through its high-value-added services that integrate academic knowledge with practical applications.

Location	: 5th Floor, Niikura Building, 2-2 Kanda-Tsukasacho, Chiyoda-ku, Tokyo 101-0048, Japan
Representative	: Yoshito Nejima, Representative Director & CEO
Shareholders	: THVP-1 Investment Limited Partnership, Hitachi High-Tech Corporation, Mitsui & Co., Ltd., NSD Corporation, 77 New Business Investment Limited Partnership
Employees	: 20
Start of integration	: August 1, 2017
Business	: Development and sales of brain activity measurement devices, development and provision of brain training apps, neuromarketing, consulting services

For inquiries regarding this News Release

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