

Hakuhodo DY ONE and Ozma PR Enter into Strategic Alliance in AIO

– Ozma PR to join ONE-AIO Lab for joint research on information referencing mechanisms in AI search to promote the development and provision of AIO services with a PR perspective –

Tokyo, June 15, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has entered into a strategic alliance with Ozma PR Inc. in the area of AI optimization (AIO). Under this agreement, Ozma PR joins ONE-AIO Lab,* a research project specialized in AI search operated by Hakuhodo DY ONE. As part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, the two companies are joining forces to build new standards for the AI search era in corporate communication and marketing activities, gaining insight into the information referencing mechanisms and output tendencies of generative AI and promoting the development and provision of AIO services with a PR perspective.

ONE-Lab

for Public Relations

■ Background

As the generative AI-powered search experience (AI search) makes rapid headway, the importance of AIO continues to increase as it optimizes the way in which information on businesses and brands is interpreted and referenced by AI for presentation to *sei-katsu-sha***. It is even more critical than ever in the age of AI search to reconfigure information so that it can be easily referenced by AI, and to ensure the credibility of information itself and the appropriate design of social values. In this context, a public relations (PR) perspective is essential for corporate communication to build relationships with *sei-katsu-sha* and society.

Against this backdrop, Hakuhodo DY ONE, the “digital core” of the Hakuhodo DY Group, and Ozma PR, boasting an excellent track record and expertise in PR accumulated over the years, have decided to enter into an alliance built on ONE-AIO Lab to deliver more sophisticated AIO from both the scientific and practical aspects.

■ Key features of the alliance

- **Sharing of knowledge and identification of market needs pertaining to generative AI**

- Based on its expertise in public relations (PR) accumulated over the years, Ozma PR shares with ONE-AIO Lab its perspectives on social trends and issues, and the changing attitude of *sei-katsu-sha*, among others.
- We collect, synthesize and analyze survey results and research findings accumulated inside and outside Japan regarding the information referencing mechanisms and output trends of generative AI, so as to identify the vision of AIO required of businesses, as well as relevant market needs.

- **Verification and visualization of the information referencing mechanisms and output trends of generative AI**

- We empirically examine the kinds of information preferentially referenced by generative AI and the logics and trends with which it generates responses.
- In addition to analyses from a scientific standpoint, we conduct research on the impact of responses by generative AI on the awareness and changes in the attitude of *sei-katsu-sha* to identify implications of AI search for corporate brand communication.

- **Development and external communication on key performance indicators (KPIs) for AIO**

- Building on the findings obtained in a series of research and verification activities, we jointly develop key performance indicators (KPIs) for AIO to evaluate the effectiveness of corporate AIO initiatives. We actively communicate those research findings in survey reports, conference presentations and articles, thus contributing to the social implementation of knowledge in the AIO area and the development of the industry as a whole.

The two companies remain determined to help clients upgrade their communication and marketing activities, monitoring the changes in information gathering activities and corporate brand awareness among *sei-katsu-sha* amid the rapid dissemination of generative AI, and studying and implementing new ways of information and brand communication in the AI search era through this alliance.

* ONE-AIO Lab is an R&D unit on AI optimization (AIO) specialized in the design of brand strategy in response to AI-powered search and support for business growth, promoting the visualization of brand information, evaluation of responses by AI, development and effectiveness measurement of communication strategies, and research on search algorithms. We help improve the brand equity and sustainable growth of clients in the AI era by developing and offering sophisticated solutions for businesses to develop optimal communication strategies.

See our release at: https://www.hakuhodody-one.co.jp/news/news-release_202510024343/

** “*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 >

■ Hakuholdo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuholdo 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 Hakuholdo 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 Hakuholdo DY Group
Employees	: 3,290 (as of April 1, 2026)
Established	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

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