

Hakuhodo DY ONE to Launch “AI Experts ULTIMA” – a New Team to Develop/Produce New Expressions of AI-Powered Images and Experiences as Part of Its ONE-AIGENT Initiative

– Setting in motion a new creative production structure in the domain of AI-powered advertising, content and experiences –

Tokyo, November 27, 2025 – Hakuhodo DY ONE is pleased to announce the launch of AI Experts ULTIMA, a creative team specialized in AI to promote the development and production of new experiences in the domain of AI-powered images and experiences (interactive content) as part of its ONE-AIGENT* activities, in a joint effort with Pyramid Film Quadra Inc. The team provides a structure for producing innovative commercials and experience expressions by combining creative with AI, through collaboration between Hakuhodo DY ONE, with strengths in ad campaigning and planning, and Pyramid Film Quadra, equipped with excellent production capabilities and post-production functions.



The rapid advancement of generative AI in recent years has accelerated the use of AI in various areas including advertising and image production, experience design and IP operation. This has been accompanied by rising demand for new AI-powered expression techniques as businesses require creative implementation capabilities that fully meet all requirements in terms of speed, quality and cost.

Thus far, we have leveraged our campaigning and planning skills developed over the years to promote AI adoption in diverse ways, including through initiatives to delegate part of the shooting process to AI and the integration of AI-powered expressions into brand world building. We also offer advanced

solutions to the challenges facing clients, including accelerated PDCA leveraging AI-powered implementation capabilities. Meanwhile, Pyramid Film Quadra has been involved in image and experience production driven by AI technology in a wide variety of areas including commercials and films. Through those initiatives, both companies have gained substantial insight into creative details that cannot be expressed by AI alone, and the importance of fusing AI technology with the traditional creative talents and post-production structure.

With this background, we are launching AI Experts ULTIMA, with the objective of strengthening the commissioned production structure, developing new expressions and techniques in the longer term, and optimizing strategic resources for content planning and production through collaboration. The team is designed to build a structure for upgrading the production process (in speed, quality and accelerated PDCA) and ensuring the stable supply of AI creatives that meet requirements equivalent to those for TV commercials in image quality, production and construction.

About AI Experts ULTIMA

Jointly formed with Pyramid Film Quadra, AI Experts ULTIMA is a creative team specialized in AI that pursues the possibilities of new advertising expressions and experience design driven by AI technology as an activity of HCAI Professionals, a team of AI specialists mobilized from across the Hakuhodo DY Group. In this team, strategic planners, creators and producers of Hakuhodo DY ONE collaborate with specialists in various disciplines from Pyramid Film Quadra, including technical directors and post-production staff, to develop and produce innovative commercials and experience content by fusing AI with creative. We also address issues in AI adoption including quality assurance, IP rights arrangement and speed vs. cost to offer novel solutions to help clients conduct marketing activities and upgrade brand equity. We aim to conduct research and development of new expressions and sustainable creatives in the areas of advertising, images and experience, keeping pace with the evolution of AI technology.

■ Key features

➤ Commercial production function based on AI-human collaboration

We cover the whole process from strategy planning to shooting, post-production and finalization. AI and humans collaborate in an optimal manner depending on the quality and work process required to reconcile performance with production speed.

➤ Active networking and collaboration with external AI-aided creators

We collaborate actively with leading AI-aided creators to promptly bring together the optimal team for each project.

➤ **Construction of experiential creatives with generative AI**

We plan and develop generative AI-powered offline and online experiences and installations in the non-moving-image area. We can provide a full set of services ranging from PoC to on-site operation.

➤ **Improvement of generative AI-powered creative production guidelines**

We improve and clarify generative AI-powered creative guidelines in adopting AI in corporate marketing and branding activities, including for quality control and legal rights management. Working with specialists, we appropriately manage legal and ethical risks to build a mechanism for secure AI adoption in advertising.

Webpage:

https://www.hakuhodody-one.co.jp/service/marketing/creative/ai_experts_ultima/

■ **Next steps**

AI Experts ULTIMA enhances solutions applicable to various industries including consumer goods, entertainment, government and tourism, and actively promotes the creation of pioneering cases. We also aim to scale the licensing business both inside and outside Japan by penetrating the areas of film, drama and animation and increasing investment in proprietary IP. Furthermore, we will develop guidelines on security and rights considerations in AI adoption to drive the standardization of sustainable AI-powered creatives. In so doing, we are determined to provide robust support for building brand equity and sustainable growth for the benefit of clients while aiming to create brand-new ads, images and experiential values with the integration of AI technology and creative.

* ONE-AIGENT is an AI agent-driven marketing assistance service offered by Hakuhodo DY ONE to provide comprehensive support throughout marketing activities ranging from market analysis to creative production and effectiveness measurement through the coordination of multiple specialized AI agents.

See our release at: https://www.hakuhodody-one.co.jp/news/news-release_202508012532/

< 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

Hakuhodo DY ONE Inc.

Public Relations /E-mail : info-pr@hakuhodody-one.co.jp