

Hakuhodo DY ONE Starts Offering OpenAI's ChatGPT Ads Pilot in Japan

～Creating a new advertising experience to help find useful information～

Tokyo, June 18, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has begun handling the ads pilot for ChatGPT, an AI service offered by OpenAI, as a launch partner in Japan.

■Background

With the rapid market penetration of AI, sei-katsu-sha* are increasingly obtaining information through conversations with AI, in addition to the traditional keyword search. In particular, ChatGPT has significant potential as a new point of contact with useful information as it is used as a tool to explore information on topics of interest to users for deeper understanding.

ChatGPT ads do not influence ChatGPT's responses, and are visually separated from them. Users' conversations with ChatGPT, chat history, memories, or personal details are not shared with advertisers.

Following the launch of the ChatGPT ads pilot in Japan in June 2026, Hakuhodo DY ONE built a framework for handling the ads pilot as a launch partner in Japan. Moving one step beyond search actions to define "conversation" as a new touchpoint, we will support clients' digital marketing from every angle.

■Next Steps

As part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, Hakuhodo DY ONE aims to establish a new advertising approach on conversational AI platforms, building on our track record in search ads and AI. By capturing changes in the behavior of sei-katsu-sha at an early stage and creating new touchpoints between brands and sei-katsu-sha, we will promote digital marketing of the next generation to drive the business growth of clients.

* "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.

Head Office	:	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	:	3,172 (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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