

FOR IMMEDIATE RELEASE

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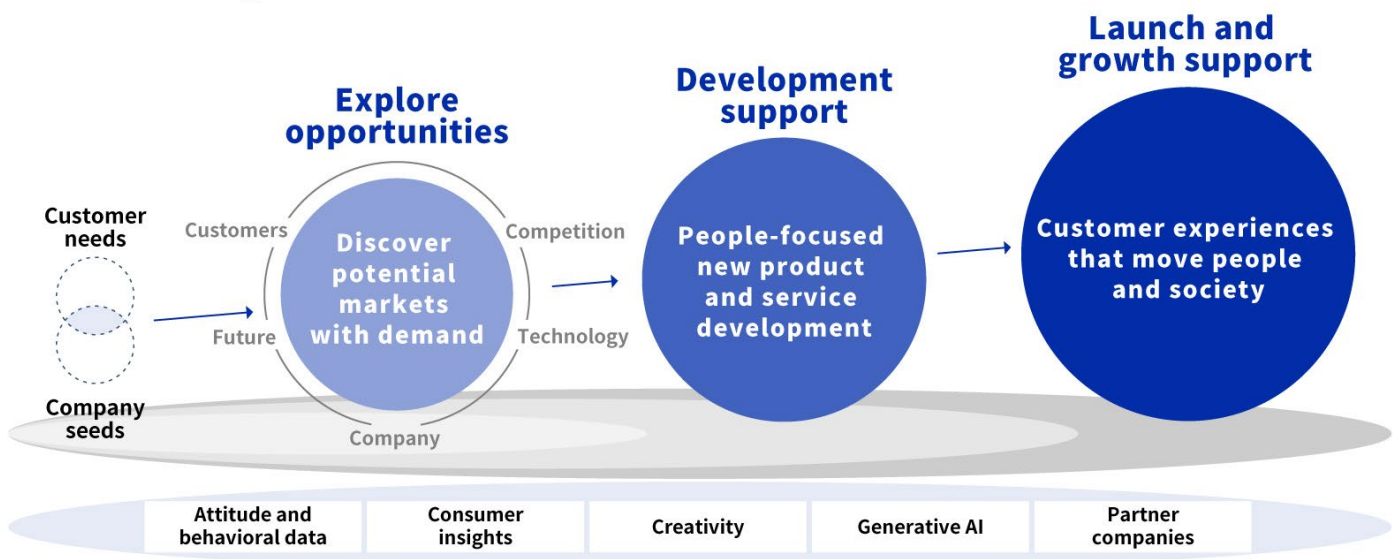
Launch of “Marketing For Growth With New Product and Service Development,” a Data-Focused Program to Identify Potential Demand

—Supporting clients from opportunity exploration to concrete development and business growth through scenario planning and people-centered thinking—

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo, hereinafter “Dentsu”), today announced the launch of “Marketing For Growth With New Product and Service Development,” a program that leverages Dentsu’s proprietary consumer data, future scenario planning expertise, and generative AI solutions to identify potential market demand through people-focused thinking, and connect this to the development of new products and services. Through this program, Dentsu will provide end-to-end support for new products and services, from exploration of opportunities, through to concrete development, launch plan formulation and implementation, and post-market introduction growth.

Overview of Marketing For Growth With New Product and Service Development

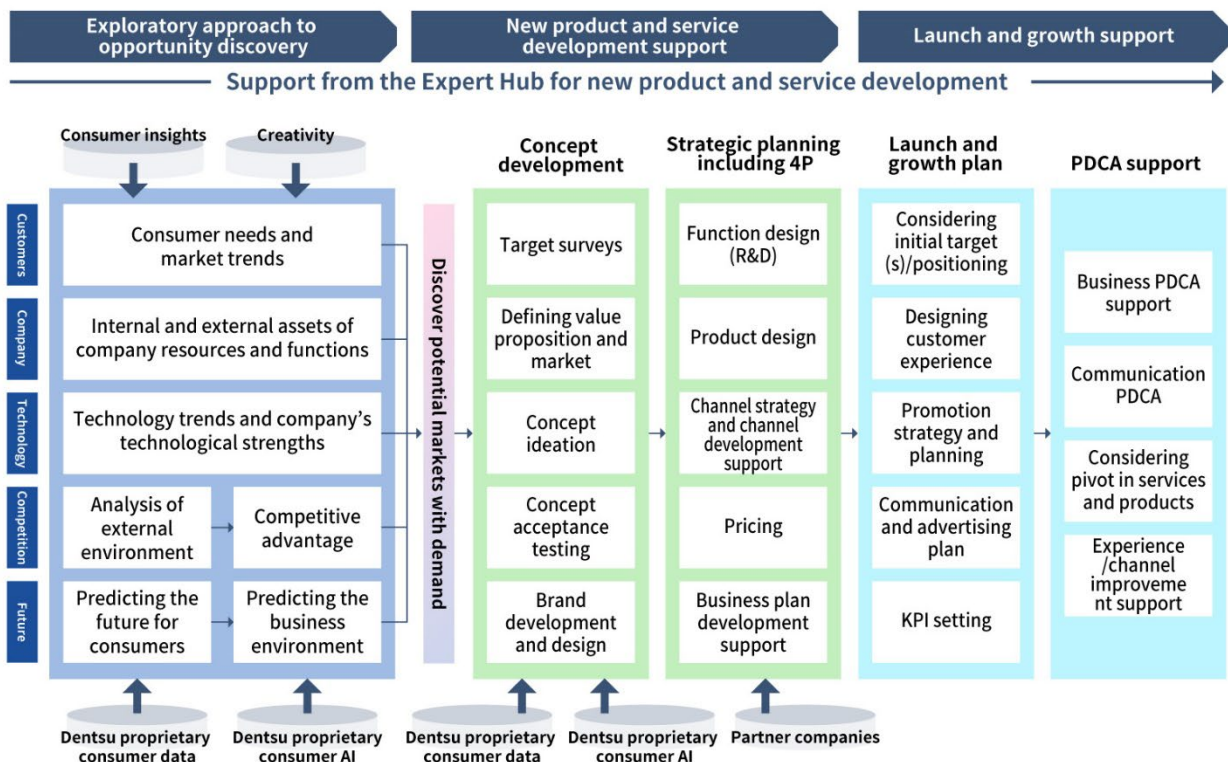
Marketing For Growth With New Product and Service Development



Companies face various challenges when attempting to complete the entire process of new product and service development in-house; from identifying consumer needs and determining target markets to developing concepts into concrete ideas and setting out growth narratives. In a survey conducted by Dentsu of approximately 400 individuals involved in new product and service development at companies with annual revenues of 5 billion yen or more, 96.5% responded that they "feel there are challenges" or "feel there are some challenges" in answer to the question about whether challenges are difficult to resolve in-house alone when developing and launching new products and services. Specifically, 81.1% indicated that "there is insufficient in-house talent and skills for new product and service development," while other top challenges included "difficulty completing the process from consideration through to development and launch of new products and services, and the fact that it takes too much time" (79.7%), and "difficulty discovering potential needs for opening and developing new markets" (79.2%).

What Dentsu values most is "people-focused thinking" that goes beyond an exclusive focus on corporate technologies and resources, instead looking more broadly to envision scenarios based on consumer needs and future lifestyles and societies, and in so doing identify essential yet unmet demand. To identify this essential demand, Dentsu leverages its extensive consumer data and proprietary solutions utilizing generative AI to support new product and service development, engaging speedily and with a high probability of success. By combining this with its strength in creativity, Dentsu develops product and service concepts from diverse perspectives and creates customer experience ideas, translating these into actionable growth plans, and continues to provide ongoing support following launch.

Collaborative Process for Development of New Products and Services





To promote and support the development of new products and services, Dentsu has brought together approximately 40 leading professionals with proven track records in serving various industries and companies, and established a new virtual organization dubbed the “New Product and Service Development Expert Hub.” By deploying such specialist personnel in areas such as strategic consulting, marketing, data analytics, PR, promotions, and creative services according to each company’s specific needs, Dentsu facilitates flexible project design. For example, Dentsu provides concrete and practical solutions not just for conceptual development and the creation of new products and services that leverage technologies, but also for pricing strategies, business plan formulation, and the entire customer experience associated with new products and services.

Success Stories in Marketing For Growth With New Product and Service Development

(1) Development of High-Value-Added Hair Care Products

Utilizing an agile approach tailored to business challenges, Dentsu provided support from concept design of high-value-added shampoos through to product development, and the formulation and implementation of communication strategies. Dentsu formulated growth narratives, created products that are likely to acquire influencer support, and delivered optimal customer experiences through methods best suited to each phase.

(2) Development of Audio Equipment Designed to Address Social Issues

Dentsu analyzed diverse social issues and supported new product development on the theme of solving sound-related challenges. Dentsu presented proposals for new market creation and marketing strategies, and formulated and implemented product concepts and growth strategies that accurately capture both social issues and consumer needs.

Going forward, Dentsu’s experienced consultants and planners will continue to contribute to corporate business growth by identifying potential market demand and supporting the development of new products and services that meet market needs.

Survey Overview

Objective: To survey challenges companies face relating to the development of new products and services

Sample Area: Nationwide in Japan

Target Sample: Companies with annual sales of 5 billion yen or more / Full-time employees in departments involved in new product and service development / Individuals who are currently responsible for or have previously been responsible for new product and service development

Sample Size: 424 respondents

Survey Method: Internet-based survey



Survey Period: From September 17 to 22, 2025

Survey Institution: Nikkei Research Inc.

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Contacts

Media-related inquiries:

Branding Office, Dentsu Corporate One Inc.

Inquiries about Marketing For Growth With New Product and Service Development:

Dentsu, Inc.

Email: global.communications@dentsu.co.jp