



CCI Recognized as Platinum Winner in Overall Category at TikTok for Business Japan Agency Awards 2023, Collectively with Dentsu Digital and Septeni, by TikTok for Business

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TOKYO, JAPAN, February 7, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce that the company, together with Dentsu Digital Inc. (Head Office: Minato-ku, Tokyo; Koh Takimoto, Representative Director, President; "Dentsu Digital") and Septeni Co., Ltd. (Head Office: Shinjuku-ku, Tokyo; Yusuke Shimizu, Representative Director, President; "Septeni"), was recognized as a Platinum winner, the highest honor in the Overall category, at the TikTok for Business Japan Agency Awards 2023, hosted by TikTok for Business.

The TikTok for Business Japan Agency Awards 2023 recognizes agencies that are actively using TikTok for Business in their daily client operations and have achieved outstanding results. A total of 19 agencies were honored in three categories including Overall, Rising Star and Strategic Vertical.

CCI, Dentsu Digital and Septeni were collectively recognized as Platinum winners in the Overall category by TikTok for Business for actively using TikTok for Business throughout the year to help their clients maximize their revenue and growth as well as to create business impact through mid- to long-term internal and external initiatives.

CCI was quick to set up a team dedicated to TikTok advertising and marketing when TikTok for Business was first launched in Japan, and has since been helping many brands successfully run campaigns on the platform.



Additionally, CCI offers a range of marketing solutions for TikTok advertisers, including TOMAKASE which is a one-stop support service for TikTok campaign operations from creative production to ad serving and CCI Social AdTrim for TikTok which aims to help brands manage their TikTok business accounts.

CCI remains committed to helping its clients plan and execute truly successful marketing activities by providing value added services.



Related links:

TOMAKASE: https://www.cci.co.jp/news/2021_06_01/1-140/

CCI Social AdTrim for TikTok: https://www.cci.co.jp/news/2021_07_06/1-146/

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Inquiry form is available at <https://cartaholdings.co.jp/en/contact-ir/>