

June 1st, 2021

CCI and TORIHADA begin offering “TOMAKASE”, a one-stop service for TikTok ads
~Providing end-to-end supports from planning and casting to production~

JAPAN – June 1st, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter “CCI”), a group company of CARTA HOLDINGS Inc., will be collaborating with TORIHADA INC. (Headquarter: Meguro-ku, Tokyo; Takeru Okoso, CEO; hereinafter “TORIHADA”) to begin providing “TOMAKASE”, a one-stop service from planning and casting to production of TikTok ads.

TOMAKASE



Ad creatives planned and produced in CCI and TORIHADA are delivered via TikTok in this service. CCI has received the highest ranking ‘Platinum Award’ in TikTok For Business Award under the Brand Category Company division, an award for agencies that perform their best in selling TikTok For Business ads, for two years in a row. By collaborating CCI’s knowhow and direction skills cultivated through such experiences and TORIHADA’s high planning and production capabilities, companies will be able to deliver ads tailored for TikTok in an even better way.

■ Three characteristics of “TOMAKASE”

- Develop plans and castings that suits TikTok
- Able to advertise through TikTok even without knowhow in ad creatives
- Offer comprehensive one-stop support for cumbersome processes

Specific supports provided in this service are as follows:

- Planning and proposal



- Production and photography
- Proposal of TikTok creators casting
- Creatives submission and ad delivery
- Reporting



Equipped with overwhelming performance and knowhow in TikTok ads, CCI offers comprehensive end-to-end support from planning and casting to production and ad-op by collaborating with TORIHADA Group which operates Japan's largest TikTok creator MCN as 100% subsidiary



Planning and proposal



Creative production



Casting proposal



Sending creatives and delivering ads



Reporting

CCI shall continue to assist customers in their marketing efforts through the provision of highly value-added services in the future

About TORIHADA

CEO: Takeru Okoso

Location: Saint Hills Ikejiri (4F), Ohashi 2-16-23, Meguro-ku, Tokyo

Founded: October 2nd, 2017

Scope of businesses:

- Influencer business
- Digital marketing business
- Creative production business

URL: <https://www.torihada.co.jp/>

About CCI

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users



through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".

(<https://www.cci.co.jp/en/>)

Inquiry

PR Office, CARTA HOLDINGS Inc.

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