



June 16th, 2021

**CCI launches the “Gen Z research group” with an aim to
empower marketing initiatives towards Gen Z**

JAPAN – June 16th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter “CCI”), a group company of CARTA HOLDINGS Inc., will be launching the “Zetoken” (Gen Z research group) project aiming to strengthen marketing activities towards Gen Z.

“Gen Z research group (Zetoken)”(note) : https://note.com/ccl_jakumake (in Japanese)

“Gen Z” refers to the generation of people born between late 1990s and early 2010s, and is often called “the digital native generation” and “smartphone or SNS native generation”. This generation is an indispensable target of corporates’ marketing events as they are seen not only to bring a large impact to the society and world but also to take charge of how consumption works in the future.



We have formed a dedicated team specializing in youth, and provided a full range of services for TikTok and other media used by the youths with CCI’s extensive experience and expertise in the field. CCI has received the highest ranking ‘Platinum Award’ in TikTok For Business Award under the Brand Category Company division, an award presented to advertising agencies endeavored in selling TikTok For Business ads, for two years in a row.



In this project, apart from offering quantitative study and CCI's specialized study, CCI also studies the Gen Z's actual opinions and provides information to all, by collaborating with TORIHADA INC.(Headquarter: Meguro-ku, Tokyo; Takeru Okoso, CEO; hereinafter "TORIHADA"), a company group which owns Japan's largest MCN as subsidiaries.

Besides, we also conduct educational activities on marketing strategies as well as planning and developing solutions targeting Gen Z by leveraging those study data.

■ Major initiatives

- Research and analysis towards Gen Z
- Report of research findings on Note
- Provide knowledge in media trends for Gen Z including TikTok and others
- Planning and development of new solutions targeting the Gen Z
- Provide one-stop services including planning and production of initiatives aiming at the younger generations(※)

※Reference:

CCI and TORIHADA begin offering "TOMAKASE", a one-stop service for TikTok ads

~Providing end-to-end supports from planning and casting to production~

<https://www.cci.co.jp/en/news/tomakase-tiktok-ads/>

CCI shall continue to leverage its high expertise and performance in internet advertising business to contribute to the further development of clients' digital marketing activities.

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

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