

August 21st, 2019

CCI and Quark tokyo form a new joint venture “Mediator”
Specializes in media communication to connect end-user and client

JAPAN – August 21st, 2019 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. have jointly established a new company, Mediator Inc. on August 20.



Mediator logo



Mediator key visual

These days, we are in an era of radical change where user behavior and media are rapidly changing, with user behavior and media complementing each other, as user behavior changes and new digital media emerge to meet their needs. In this era of rapid media rising and diversified user communication methods, it is no longer acceptable to have a one-size-fits-all communication plan across traditional media.



Mediator acts as a media communication agency that understands both media and client assets better than anyone else and maximizes the business benefits for both parties.

CCI, which has been dealing with digital media since the dawn of the Internet, and Quark tokyo, which has strengths in communication planning and creative direction in the digital age, take full advantage of their respective strengths and will provide a completely new hybrid solution that provides a one-stop shop for personalized communication plans, creatives, ad serving design and execution for each media.

■ Overview of Mediator

Name : Mediator Inc.

Representative : Takaki Onoda (Representative Director)

Board of directors:

Tomomitsu Sasa, Director

Ayako Ishikawa, Director

Yuji Ogura, Director

Katsumasa Kishioka, Director

Hiroshi Yokowatari, Director

Address : Duo Omotesando 102, Jingumae 3-32-6, Shibuya-ku, Tokyo

Foundation : August 20th, 2019

Capital : JPY 50M

Business area :

- ① Media-driven communication and creative planning
- ② Media consulting based on client needs and target insights
- ③ Execution such as creative (content) creation and media operation

Shareholding ratio: 66.6% (Quark tokyo) : 33.4% (Cyber Communications)

URL : <https://mediator.tokyo/>

■ Comment by Takaki Onoda, Representative of Mediator

As a communication planner, I've been helped by the expertise of media planners since the early days of Internet advertising when I was a new graduate employee until today. I've always felt that digital media requires different creative planning, but I've only been able to do it on a small scale on my own. This time, I'm excited to have the opportunity to take on the challenge of optimizing media-specific creative on a corporate scale with the help of CCI.



The name "Mediator" reflects two thoughts: "Media planning is a business that requires a creative sense, thus media planners are also advertising creators", and "to be a bridge between clients and media", which is what our company does. We hope you can look forward to a whole new synergy that occurs when media planners and creative directors get serious about optimizing their media-specific creatives.

<Profile>

Director, Quark tokyo / Creative director / Stage director

Born in 1984, Virgo, Blood type B

Started his career at OPT, Inc. as a SEM consultant, and then worked as a web planner at the Sendai branch of Dentsu East Japan. From 2010, engaged as a communication planner at SIMONE INC. He then went independent and founded STORYWRITER INC in 2014; in January 2017, STORYWRITER INC and Quark tokyo merged and he became a director of Quark tokyo. He was a part-time lecturer at Taisho University (2017-2018). He is also active in communication planning across different media from TV commercials to digital advertising and field promotions, as well as stage direction and composition for idol groups and YouTuber Fes, etc.



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".

[\(https://www.cci.co.jp/en/\)](https://www.cci.co.jp/en/)



Inquiry

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