



CCI's Z-Ken Calls GenZ MTG for ROHTO Pharmaceutical in Collaboration with Uniiique

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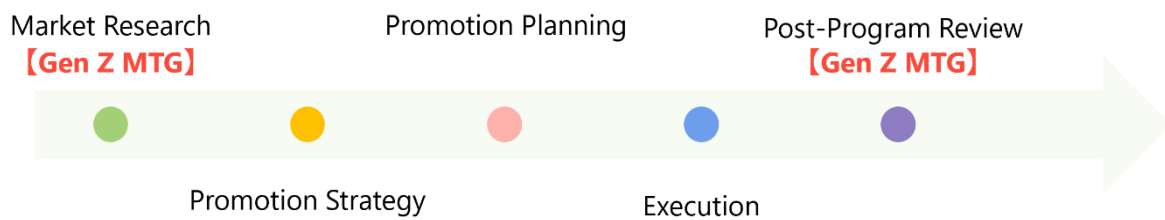
TOKYO, JAPAN, May 22, 2023 -- The Gen Z Study Group (Z-Ken) created by CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc. and Uniiique, an entertainment production company, jointly held the first Gen Z MTG (meeting) in cooperation with ROHTO Pharmaceutical Co., Ltd.





The Gen Z MTG is a unique opportunity offered by Z-Ken and Uniiiue, allowing brands to engage in a conversation directly with Gen Z creators and hear real opinions from them, such as how they perceive certain things or if they think this product will sell. Creators may be invited to a food tasting event as well. The GenZ MTG will be officially launched in June.

As brands are increasingly focusing on the Gen Z market, Z-Ken, a research specialist on the reality and trends on Gen Z consumers, and Uniiiue, also a talent agency with Gen Z influencers and creators, decided to help brands with the generation's insight analysis and how to capture the market.



The first Gen Z MTG was held for ROHTO Pharmaceutical and three Gen Z TikTok creators including Ryoka Orita, Tomoka Takasuka and Shiori offered candid opinions and suggestions for improvements regarding video content posted by the brand to its official account from a Gen Z perspective.

ROHTO representatives commented as follows:

“They help us realize that your message won’t resonate with your audience if it’s just telling them what you want to tell them, whether it’s TikTok or some other social platforms. When you think about how you want consumers to perceive your brand and products, how you title your video is important; you must choose words your audience can relate to.”



“In addition to advice on posting video content, we also received candid opinions on the three products currently on the market, giving us new insights into how we can pitch our products in many different ways.”

“From a creator’s perspective, they offered suggestions on what video they would make and how, which video and what part of the video resonated with them among those posted on our official account. They also suggested improvements.”



About Uniiique

Based in Tokyo and Fukuoka, Uniiique is an entertainment production company jointly operated by ASUNA Corporation (Shibuyaku, Tokyo; Shouta Ohkubo, Representative Director) and JOBNET Corporation (Fukuoka-shi, Fukuoka; Masataka Daifu, Representative Director).

The company also manages a large number of talents popular among the Gen Z audience. The total number of followers of Uniiique influencers and creators exceeds 10 million. With the ability to appeal to Gen Z, they are ready to cater to a variety of client needs. To learn more about Uniiique, please visit: <https://uniiique.jp/>.



About Gen Z Study Group (Z-Ken)

CCI's Gen Z Study Group (Z-Ken) is a consulting project, helping brands find solutions to Gen Z marketing challenges.

Z-Ken conducts various surveys and interviews with Gen Z creators and their audiences to investigate and communicate the reality and trends of Generation Z. Resulting data is used for promoting Gen Z marketing, developing solutions as well as social media consulting. To learn more about Z-Ken, please visit: https://note.com/cji_jakumake.



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