



CCI Launches Exclusive Cross-Channel Video Package That Enables Brands to Connect with Parenting Audiences

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TOKYO, JAPAN, February 20, 2024 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce the launch of a new cross-channel video package that offers advertisers a unique and exclusive opportunity to post their video banners across multiple parenting media brands including mamari, Baby Calendar and Tomonite (formally MAMADAYS). The video package is part of CCI's Lifestyle Digital Connect ("LDC") content marketing support project.



While Google's crackdown on third-party cookies has had a significant impact on performance advertising, brands are realizing the power of context, increasingly looking for a contextually relevant "space" where they can better connect with their target audiences.

A similar type of cross-channel premium reach is also available from LDC, allowing advertisers to display video banners across recipe channels including Kurashiru and Delish Kitchen (See below for more information).



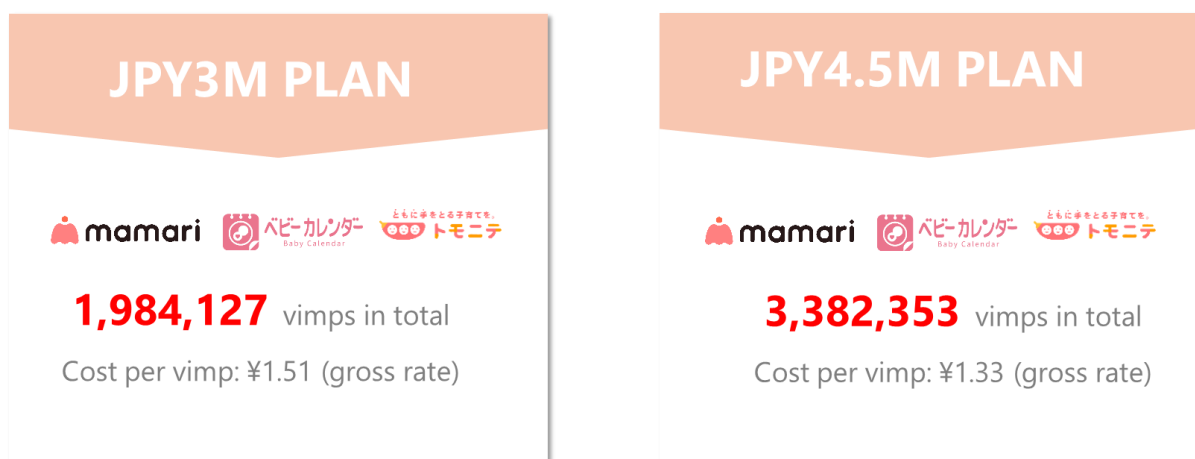
About the cross-channel video package

Benefits

- Lower cost per viewable impression: The regular cost per viewable impressions (vimp) is JPY1.77, but the package deal can reduce the cost to JPY1.51 for JPY3M Plan and to JPY1.33 for JPY4.5M Plan.
- Brand-safe environment: The new video package will protect your brands by placing your ads in brand-safe spaces.
- Targeted reach: Video banners will be placed on select media channels popular with parenting audiences in their 20s and 30s, ensuring that your advertising efforts will remain precisely targeted and relevant despite the third-party cookie deprecation.
- Less time in creative production: By using the same ad size across all media channels, you can save time and effort in creative production.

Prices

JPY3M Plan and JPY4.5M Plan both serve across three media brands including mamari, Baby Calendar and Tomonite. Please note that all rates are gross rates.



About Lifestyle Digital Connect (LDC)

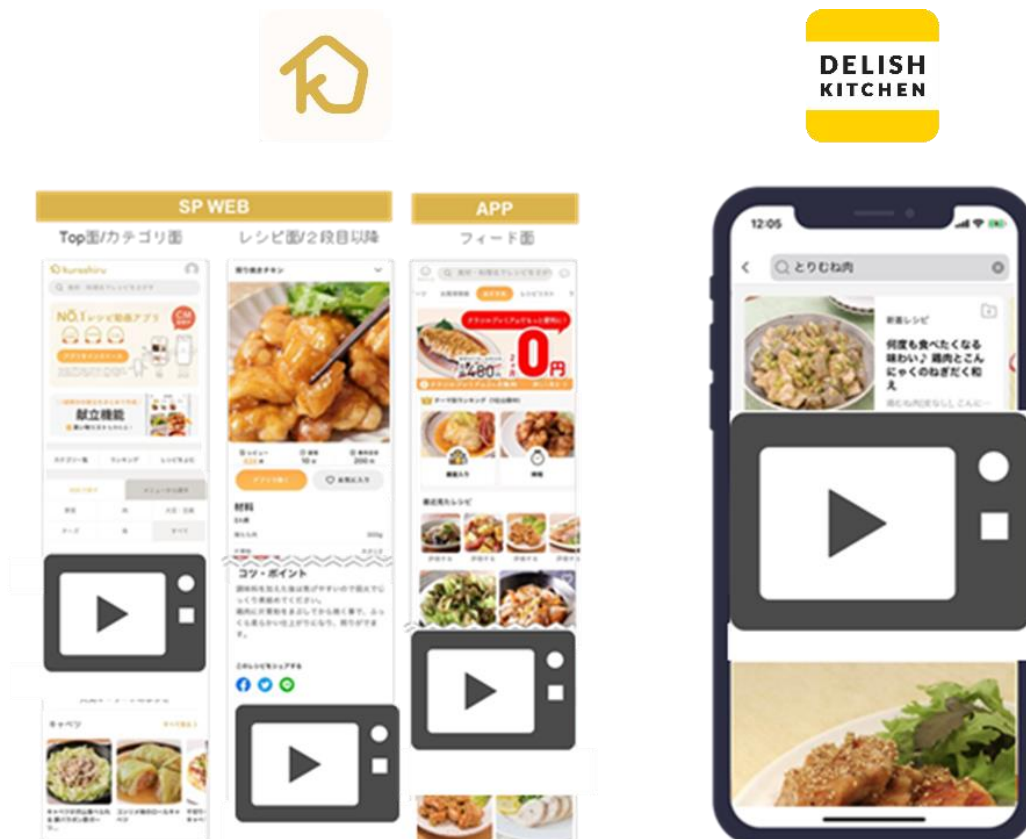
LDC engages in research on media trends, consumer surveys and interviews, and cross-channel analysis, and offers actionable advertising strategy ideas based on the resulting insights and data discovery. LDC serves as a resource center for brands and agencies, providing useful



content marketing information through webinars and the NOTE content platform. LDC takes on the entire process of surveys, ranging from designing and conducting surveys to aggregating data, and to reporting the results. It also conducts joint surveys with different companies.

About CCI Recipe Videos Premium Reach

A 15-second video ad will be served across Kurashiru and Delish Kitchen recipe channels. The minimum spend is JPY3,000,000 (gross).



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Inquiry form is available at <https://www.cci.co.jp/en/contact/>