



CCI's Z-Ken Launches Seminar/Workshop Package for Brands and Marketers to Learn All About Gen Z

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TOKYO, JAPAN, March 14, 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 that its Gen Z Study Group has begun offering a new seminar/workshop package for brands and marketers to learn all about marketing to Generation Z ("Gen Z").

The package is specifically intended for brands and companies either considering taking advantage of marketing to Gen Z or updating or enhancing their ongoing efforts. A one-hour seminar will be delivered by CCI's experienced team of consultants helping attendees learn everything about Gen Z from who they are to what they value, to how they use social media, and to what they buy and how they buy it. Additionally, a hands-on workshop will discuss how to build Gen Z targeted campaigns optimized for different business challenges. The package is offered at a special price of 300,000 yen.

About Gen Z Study Group (Z-Ken)

CCI-sponsored Gen Z study Group or "Z-Ken" is a team of experts helping brands and companies taking advantage of marketing to Gen Z consumers. Its services include conducting quantitative and qualitative research and creator interviews to demystify Generation Z, as well as providing marketing support and social media consulting. To learn more about Z-ken, please visit: <https://www.social-adtrim.cci.co.jp/z-ken>.

Contact: PR Office, CARTA COMMUNICATIONS Inc.

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