



## CCI Named Gold Award Winner in Agency Category at TikTok for Business Japan Awards 2024

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TOKYO, JAPAN, April 22, 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 the company, together with Dentsu Digital Inc. (Head Office: Minato-ku, Tokyo; Koh Takimoto, Representative Director, President; "Dentsu Digital") was named a Gold Award winner in the Agency category at the TikTok for Business Japan Awards 2024 hosted by TikTok for Business.





The TikTok for Business Japan Awards 2024 recognizes advertisers, advertising companies and agencies that are actively using TikTok in their daily advertising/marketing operations and have achieved outstanding results.

This year, winners and campaigns were awarded in three categories including Agency, Rising Star, and Creative. Additionally, one Creative Partner was awarded among the advertising companies/agencies that were granted a badge as a creative partner.

### **Agency Category**

Advertising companies/agencies that actively used TikTok for Business throughout the year, achieved excellent results in terms of sales, and created business impact through medium- to long-term internal and external initiatives

### **Rising Star Category**

Advertising companies/agencies that actively used TikTok for Business in 2023 and achieved rapid growth

### **Creative Category**

Highly effective campaigns that offered "entertainment" to media consumers through excellent creative execution of TikTok ads and the creative use of the platform with new ideas, giving a significant impact on business and society

CCI was jointly named a Gold Award winner with Dentsu Digital in the Agency Category, by consistently and successfully using TikTok for Business throughout the year, achieving excellent sales results, and creating business impact through medium- to long-term internal and external initiatives.

When TikTok for Business was first launched in Japan, CCI quickly set up a team dedicated to TikTok advertising and marketing and has since been helping a number of brands successfully run campaigns on the platform. Additionally, CCI offers a range of unique marketing solutions for TikTok advertisers, including TikTok Creative Custom Package and CCI Social AdTrim, which aims to help brands manage their TikTok business accounts.



NEWS RELEASE  
CARTA COMMUNICATIONS INC

CCI remains committed to providing high quality and value added services to help our clients maximize their marketing ROI.

**Contact:** PR Office, CARTA COMMUNICATIONS Inc.

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