

CONFIDENTIAL



*Join Japan* <sup>MTT</sup>

CREDENTIAL 2020

**The world market** and its fierce struggle in SNS!

Not fighting competitors, you will crash after 3 years

**[To survive on the battlefield in the SNS]**

A company that actively and skillfully uses  
SNS has a huge advantage!  
Be one step ahead of the competitors

Today, the number of SNS users continues to increase. SNS are **not only a source of information, but also a valuable platform for implementing PR and advertising strategies.**

▼ Number of SNS Users in Japan



\* SNS utilization factor - ratio of the number of SNS users to the total number

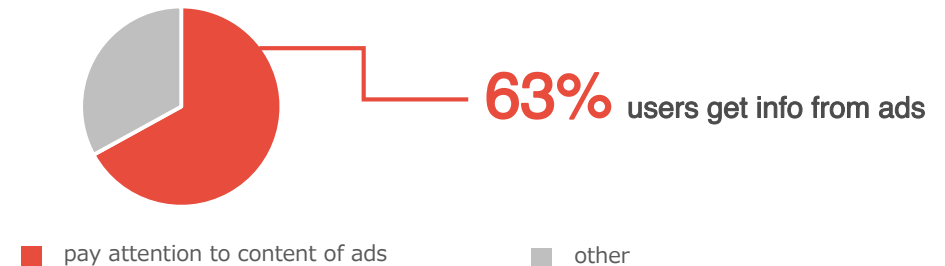
The number of SNS users in 2019  
**increased to 77,320,000 ppl!**

Source: SNS Trends Studies in 2017. (<http://ictr.co.jp/report/20171011.html>)

▼ The ratio of users who receive company information from SNS



▼ Means of getting info



Source: Does the use of corporate SNS lead to consumer purchases?  
Survey results(<https://sns4biz.com/column/343>)

## Popular SNS

By registering in SNS, we can chat with friends and pals, get in touch with strangers. This is a tool we use to exchange information and get closer, posting our memories or adding a comment to the message.

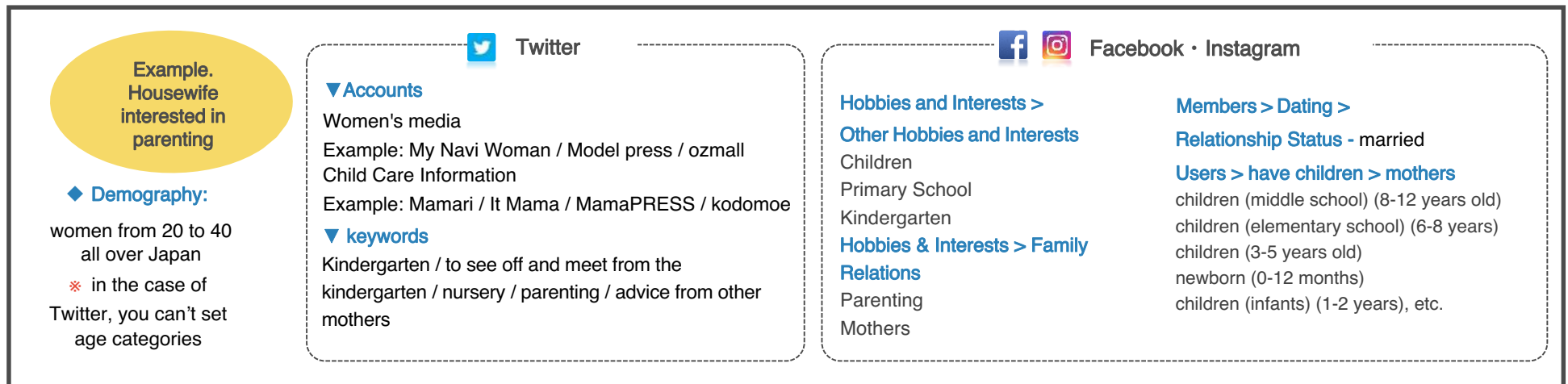
Popular SNS	Facebook	Instagram	Twitter
Number of monthly active users in Japan	28 mln ppl	29 mln ppl	45 mln ppl
Utilization percentage	56.1%	84.7%	70.2%
Number of registered users in the world	2 bln 230 mln ppl	1 bln ppl	335 mln ppl
Registration method	Real name	Nickname	Nickname
User age groups	from 30 to 50	from 20 to 40	from 10 to 40
Info distribution functio	Yes (function: share)	No such function	Yes (retweet)
Spread range	Friends of friends	Including subscribers	Without Borders
Advertising [Smartphone]	① News feed (always viewed by user)	① Temporary feed (always viewed by user) ② Stories	① Temporary feed (always viewed by user)
Ad Targeting Methods [Accuracy]	Since registration is carried out with a real name and age, you can accurately track the target audience	The same method as in the FB (as for users with unlinked FB and Instagram accounts, ads are selected based on the analysis of viewing the last pages)	Possibility of target advertising based on users one follows or reads

Link: <https://gaiax-socialmedialab.jp/post-30833/>



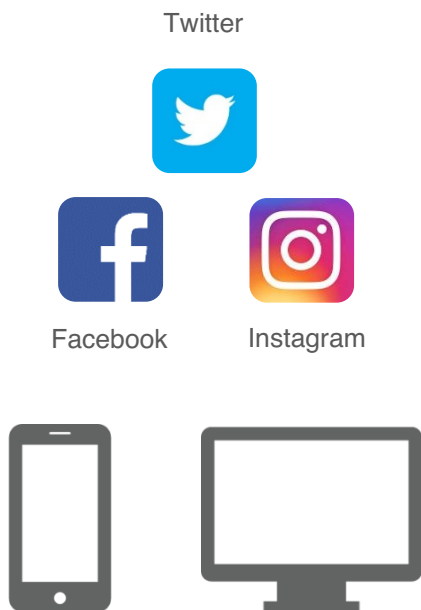
# Three main SNS, their pros and cons. Examples of targeting methods

Twitter monthly active users: 45 mln	<b>Pros:</b> The number of users is constantly growing. <b>It is the most suitable platform for the rapid and large-scale dissemination of information.</b> <b>Cons:</b> High level of anonymity, due to which age and place of residence remains unclear, as a result - poor targeting
Instagram monthly active users: 29 mln	<b>Pros:</b> This SNS has recently become popular. <b>The vast presence of visual images in pictures and videos</b> <b>Cons:</b> Due to its special focus and values, incompatibility with products that need to be advertised is possible.
Facebook monthly active users: 28 mln	<b>Pros:</b> <b>Registration</b> with real name, age, gender and place of residence <b>reinforce targeting</b> <b>Cons:</b> Not suitable for promoting goods among young people, because the main audience are the middle-aged users



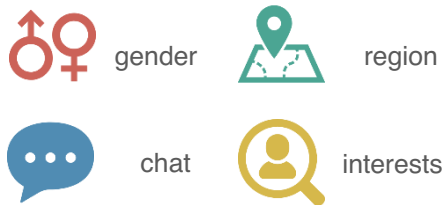
We choose the most suitable SNS for product advertising, set a target audience, test several advertising templates for effectiveness. Thus, we achieve clear targeting and increase product recognition.

## Choosing the Right SNS



## Determining the target audience

we determine the targeting method, its details

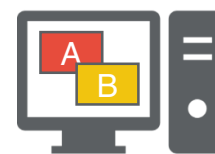


\* This is only part of this method



## Development and distribution of advertising

distribution of advertising in a specific SNS



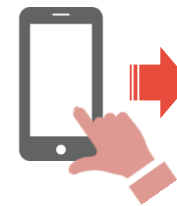
advertising of products is distributed sequentially

+

optimization of advertising

## Product Awareness

Clicking on an Ad



go to site



\* customer site

\* product awareness from advertising



# The principles of ads on SNS - web transition (CPC) / video playback (CPV)

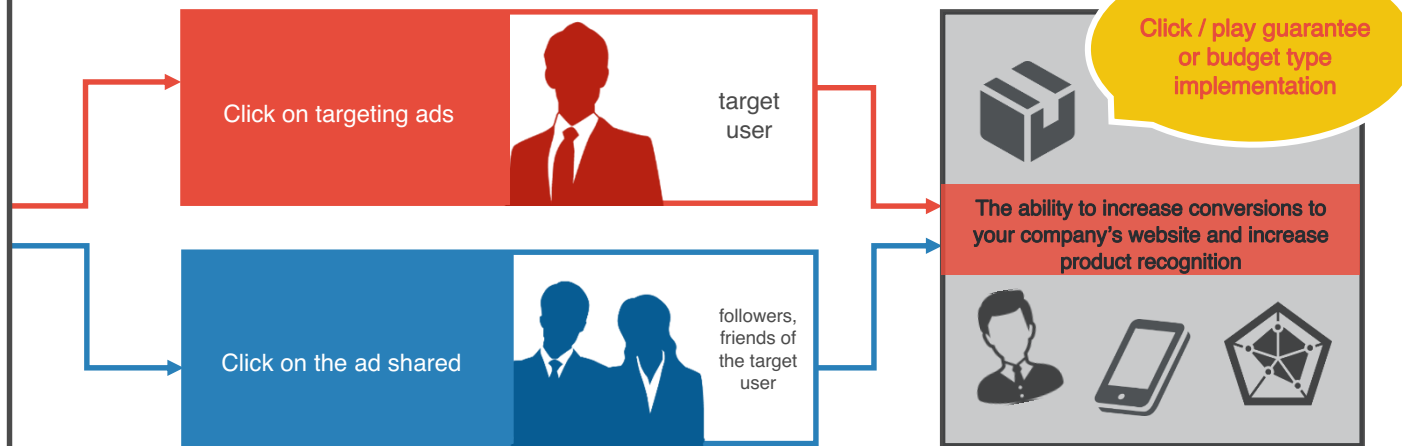
After targeting, distribute ads in the news feed from an account managed by your company

Type of advertising image in user news feed of SNS



Payment for advertising on SNS is not charged, it is debited only after clicking on it by the user. In addition, if the advertisement is automatically duplicated on Facebook / Twitter, payment for reproduction by the user-distributor will not be charged.

\* The more the product is advertised, the greater the level of recognition.



**CPC (cost per click).** An advertisement that places a fee on clicks is called a "click guaranteed advertisement". It's easy to see how many customers your ad is attracting. CPC is a measure of the cost-effectiveness of your ads. CPC can be calculated using the formula "cost of advertising ÷ number of clicks on an ad."



**CPV (cost-per-view)** is the cost-per-view of ads and the index used to calculate the cost-per-view of video ads. For traditional listing and display advertising, CPC and CMP are used. In the case of video ads, it's important that they are "viewed", which is why this form of billing is common. For example, TrueView video ads on YouTube use the per-view method, which means ads are skipped. You will not pay if the viewing was not completed to the end, for example, if the browser window was closed. That is, you pay only if the user views the advertisement to the end. This significantly reduces the risk of costly investments.



zooog.jp



**Join Japan** <sup>MTT</sup>

joinjapan.com.ua

## Professional team and international market oriented strategies

- **Team - influencers among users of SNS**
  - “Scripting”, which takes into account the characteristics of users in different countries
  - Optimization of advertising using SNS x 4 media \* x Events
- ※ TV, radio, newspapers, magazines
- 『ZoooG』 and Dentsu Retail Marketing Inc. - is a team of the experienced professionals

# dentsu

DENTSU RETAIL MARKETING INC.



## ▼ Make creative ads for your audience

### 【Video and CR banner】

“Visually convey the benefits of your company”

- show your customers and company employees
- illustrations and quizzes that will attract attention
- gift raffle
- fast and low-cost creation of effective videos

### 【Text】

“Text that elicits a response from readers in the form of questions or similar experiences”

After analyzing the problems, needs and interests of users, we create unique texts that evoke a response and a desire to read further in order to receive answers to questions.

## ▼ Launching Audience Ads

### 【Targeting】

“Trends and their optimization”

- setting up accurate targeting based on experience and data
- implementation of effective targeting based on previous trends and keywords used by the target audience

### 【Data usage】

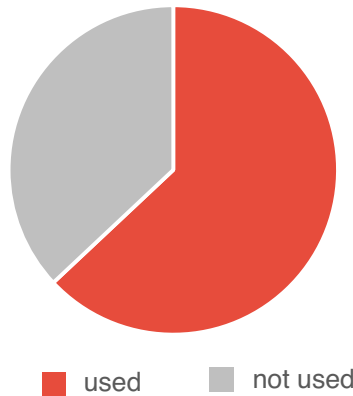
“PDCA analysis (plan - do - check - act) and AB testing”

- develop some creative ads, then choose one with a higher percentage of responses
- increasing the effectiveness of the next advertising by comparative analysis with the previous effectiveness
- establish a PDCA cycle for advertising in SNS

**We offer you an action plan in SNS, that performs the top 3 necessary functions to attract an audience:**  
**Analysis - Development – Launch**

The use of SNS has become an essential tool for solving marketing problems of companies. Regardless of the large volume of work, we will support your account (from creating an account in SNS to analyzing the target audience and launching advertising).

## ▼ Use of SNS by companies (as of 2015)



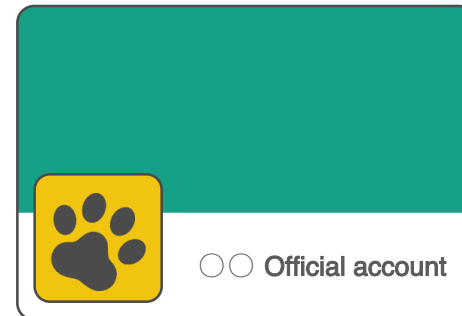
**63%** of companies  
actively use SNS

However, there are still many  
companies that do not use  
SNS.

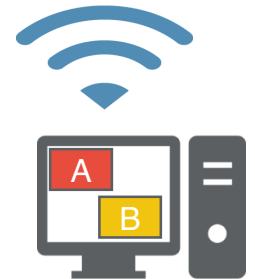
So...

We present to your  
attention Business  
Process Outsourcing  
(BPO)

We will help in **creating and keeping an account**,  
as well as **customize advertising**



- ① Support for creating an account  
\* The most suitable SNS will be selected  
depending on the product.



- ② Launch of an ad

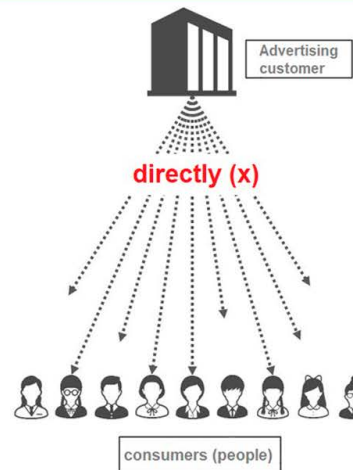
Source: B2C Consumer Preferences Study Using Social Media Information.  
[http://www.meti.go.jp/policy/economy/consumer/consumer/pdf/sns\\_report\\_digest.pdf](http://www.meti.go.jp/policy/economy/consumer/consumer/pdf/sns_report_digest.pdf)

Our company regularly selects influencers. We strive to maximize the effectiveness of advertising content. And one of the methods is attracting an influencer to participate in an advertising campaign.

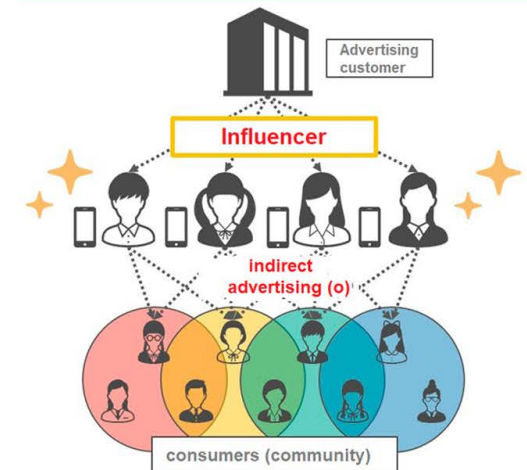
We work with a casting company that has experience in various fields, so for your product we will select the most suitable influencer. We work with instagrammers and youtubers, models and talented guys who are popular among young people.



It's getting harder to use familiar promotion methods



With the help of influencers, you can cause consumers' engagement



**Attracting influencers to get in touch with users and for the success of your product's advertising campaign!**

## OUR BENEFITS

# Collaboration with strong partners

1. Strong relationship with MyNavi
2. Close collaboration with Excite



Having discovered the potential of the job search in SNS, we, along with the recruiting department of MyNavi Inc., developed and launched a marketing package for hiring graduates. Later, along with other media, a full package of services “Youth Targeting Ads” was developed. In parallel, we began to work with Excite Inc., achieving success in many projects. **Having gained tremendous experience, today we are engaged in PR products of various companies whose target audience is young people.**





Since we started cooperation in December last year, we have completed advertising orders for more than **150 companies** that provide job search services, information services for students, services for women. The MyNavi page is trusted by users, so it can get good reviews. That is why many companies turn to us with a request to conduct an advertising campaign involving the MyNavi platform.



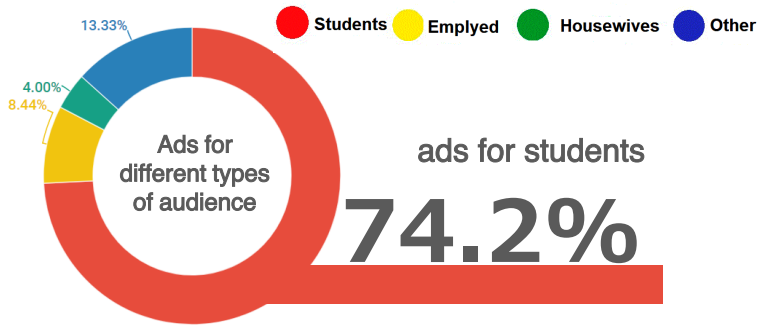
After the successful advertising campaigns on the MyNavi platform, we launched an advertising service package involving Excite in the same way. We place ads on ExciteJapan and Response.

Example of an ad



1

The results of ads aimed at students, the existing trends

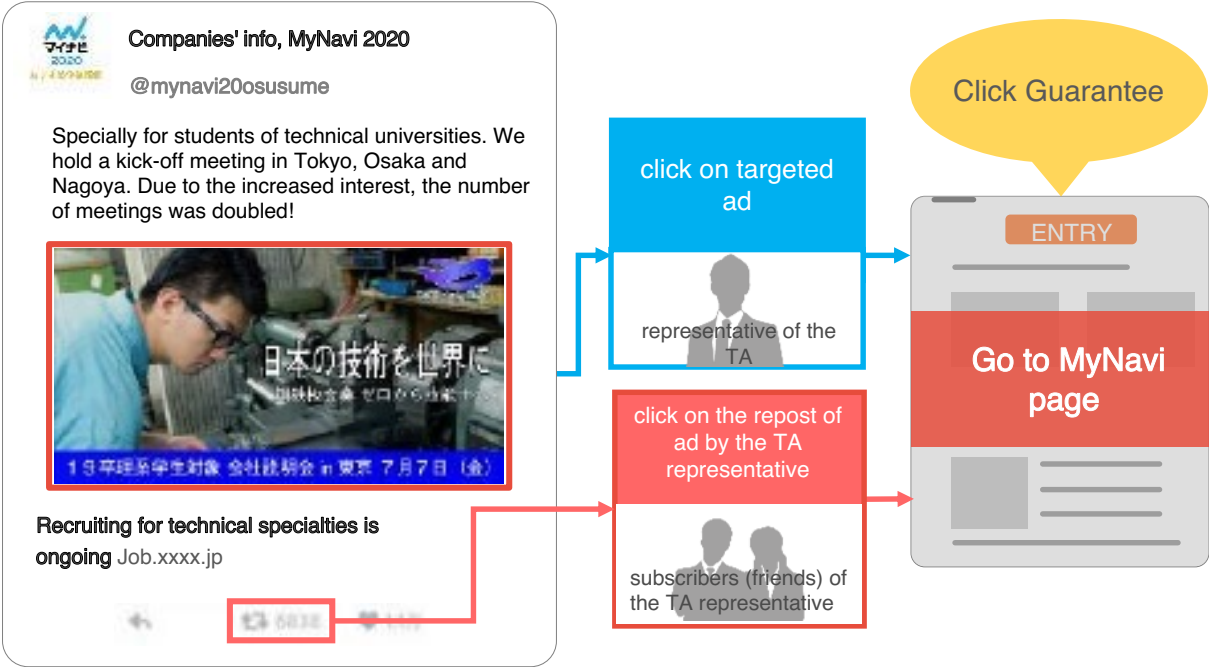


Number of companies that used the marketing services package for hiring graduates  
\* using MyNavi initiatives

**Over 150**

**Extensive experience in conducting large-scale ad campaigns on SNS targeted at young people using a package of services for hiring graduates.**

▼ An example of a **promo tweet** as part of marketing services package for hiring graduates



Employment ads are sent to students from the “Companies' information, MyNavi in 2020”, on which our company is working.

### 2 Expert Targeting: Performance Report



The targeting is configured by specialists, among whom are members of the ad community #Twitter\*

#### ▼ Example of our targeting ▼

- Search for keywords and tools not used by other companies
- Quick use of keywords in targeting, their analysis
- Targeting using new ideas and approaches

#### ▼ Report content ▼

- Number of clicks and ad impressions
- Graph showing the number of ad impressions and clicks
- A/B testing

### 3

Most of our specialists are once influencers in SNS



Since most of our employees were influencers, our company is closely connected with SNS. Thanks to the experience of close communication with various users, our team provides customers with solutions to problems using a unique strategy.

\* \*The title is awarded to those who have deep knowledge in the field of ads on Twitter, in the community of ad agencies Twitter (only 9 winners in Japan in October 2018)



Special Partner



Instagram

## MEDIA

Media for students,  
women, SNS, live  
broadcast

Special Partner



## CONTENTS

Banner development,  
video production,  
illustrations

Optimized ad  
campaign  
methodology

## CASTING

Celebrities,  
youtubers,  
streamers,  
influencers

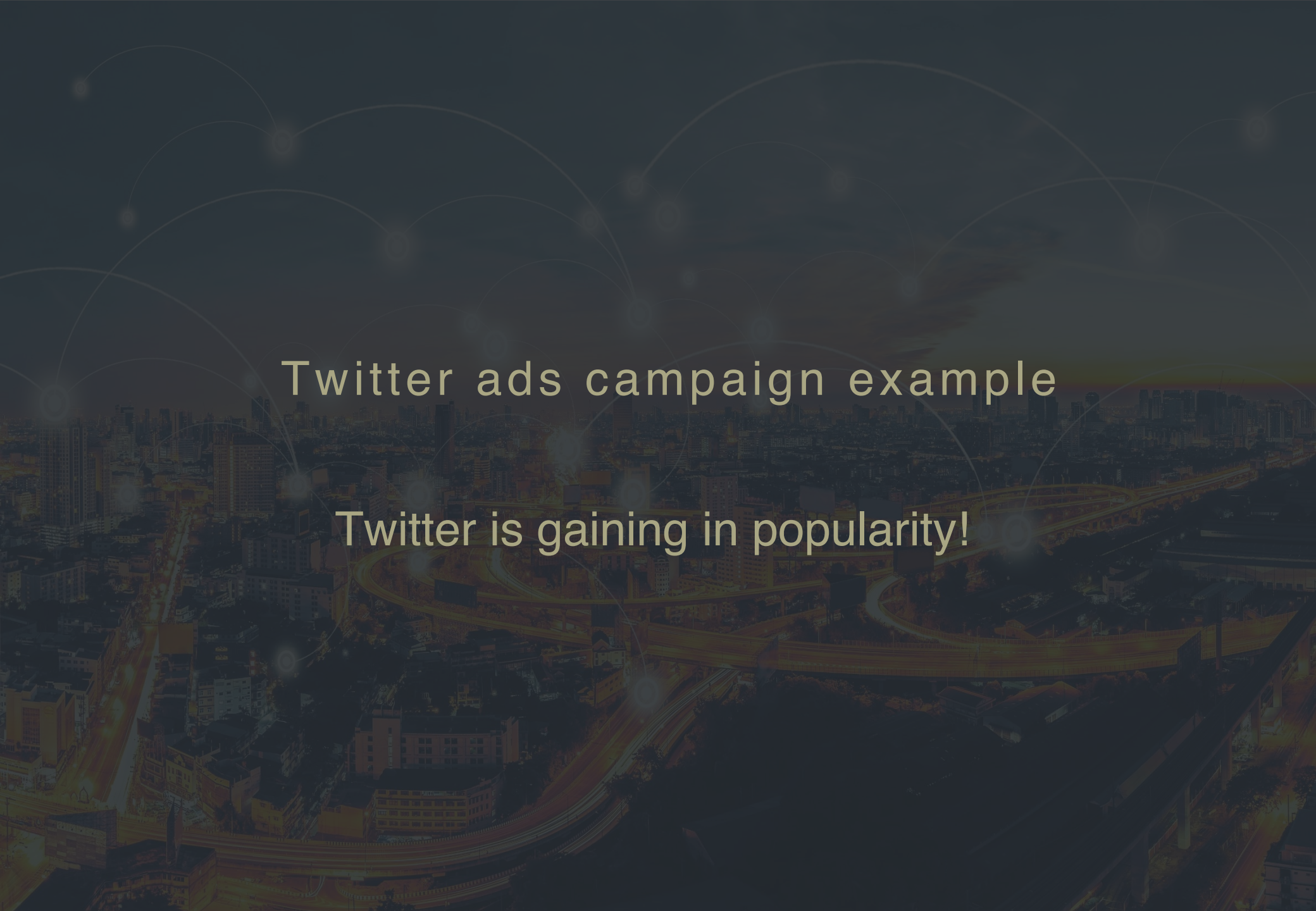


Location data,  
publication data,  
activity percentage

## DATA



morbido

An aerial photograph of a city at dusk or dawn, with a network of glowing white lines and nodes overlaid on the image, suggesting a social media or data network. The lines connect various points across the city, creating a web-like pattern. The city lights are visible in the background, and the sky is a mix of dark blue and orange.

Twitter ads campaign example

Twitter is gaining in popularity!



**Mitsubishi Motors Corporation**

Thanks to the implementation of this campaign, the number of internship applications has **increased by 40% compared to last year.**

 マイナビ2019おすすめ企業情報  
@mynavi19osusume

[フォローする](#)

 マイナビ2019おすすめ企業情報  
@mynavi19osusume

[フォローする](#)

 マイナビ2019おすすめ企業情報  
@mynavi19osusume

[フォローする](#)

●「未来のクルマづくり」を体感しよう！● 【グローバルに活躍したい学生必見 !!】

世界初の量産電気自動車の生産にも成功。  
独自の技術力で挑み続ける【三菱自動車】の  
インターンシップが締切間近！  
ご応募はお早めに！



【技術系】インターンシップも開催！  
job.mynavi.jp

世界を感じながら自動車ビジネスを構築する  
楽しさ、  
グローバル事業へのさらなる挑戦を体感した  
い学生、  
【三菱自動車】に集まれ 🚗 ⭐



電動車両技術のリーディングカンパニー！  
job.mynavi.jp

【理系学生必見 🚗 ⭐】

クルマ好きの方はもちろん、  
現時点ではあまりご興味ない方も  
楽しめるプログラムをご用意しています。  
「未来のクルマづくり」を体感したい学生、  
【三菱自動車】に集まれ !!



インターンシップ締切迫る！  
job.mynavi.jp



## Shiseido Company, Limited

 マイナビ 就活スタイル  
@shukatsu\_style

フォローする

【資生堂の就活メイク1日講座📣】

就活において、第一印象はとても重要🌟  
メイクで印象UPする方法を勉強しよう！

5/18（金）13：00～@銀座

※満席の場合はご容赦ください

▼お申し込みはこちらから▼



 マイナビ 就活スタイル  
@shukatsu\_style

フォローする

あの“資生堂”が教える「就活メイク講座」🌟

メイクで第一印象が良くなるってホント？💡  
実際に化粧品を使いながら勉強しよう！

5/18（金）13：00～@銀座（参加費：2,382円）

※満席の場合はご容赦ください

▼お申し込みはこちらから▼



▼ Transition from advertising to article

▼ Transition from article to purchase page

▼ Buying tickets

Despite many transitions, all the promotional items were sold out

**4 days after the start of the campaign.**



**Kao Corporation**

PR of "products to prevent hair bleaching" for young women who dye their hair.

- ▼ Hiring an illustrator popular among young women, for article and banner
- ▼ Emphasis on problems with hair coloring without imposing the product itself

**There were noted indicators, showing that CTR was 10 times higher than average, and engagement 3 times higher than planned**

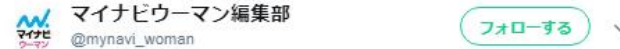


せっかくお気に入りの色に染めても、  
気づくと色落ちてキンキン...  
なんて経験はありませんか？

実はお気に入りのカラーを  
長く楽しめる方法があるんです！



ヘアカラーの明るさ、どこまで許容？264人に聞いたボーダーライン  
woman.mynavi.jp

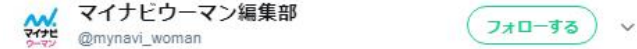


せっかくお気に入りの色に染めても、  
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長く楽しめる方法があるんです！



気に入った色に染めたのに...色落ちしちゃうヘアカラー、長く楽しむには？  
woman.mynavi.jp



せっかくお気に入りの色に染めても、  
気づくと色落ちてキンキン...  
なんて経験はありませんか？

実はお気に入りのカラーを  
長く楽しめる方法があるんです！



ヘアカラーの明るさ、どこまで許容？264人に聞いたボーダーライン  
woman.mynavi.jp





キャンディーソーダと  
ツイキャス主がまさかのコラボ

<進んだレベル×RT数>で優勝がきまる  
人気キャス主10名を応援してね。  
\*期間:3/27(金)~4/5(日)

#ソーダをキャス主がやってみた



▼Implemented a competition project on Twitter between ten invited guests. According to the rules, participants had to place an ad for the event, as a result of which the winner is the one who has the highest number of retweets and reaches the highest level in the game.

Despite the fact that well-known figures in SNS are less popular than show-business stars, they maintain close contact with fans. Subscribers actively participated in the contest, feeling their involvement in what was happening.

The posts of 10 participants scored over 100 retweets, 4 of them - over 1000.





- ▼ Carefully customize targeted ad individually for each advertiser
- ▼ Create content based on the unique capabilities of the platform that distinguish it from many similar services

Successfully reduced CPI by 30%



**Radiotalkの子ども【公式】**  
@Radiotalk\_info · 11月05日  
＼声真似主必見！／

1タップで簡単配信🎙  
しゃべる配信アプリ「Radiotalk」

まずは、お試し録音どーぞ🎙



Radiotalk-音声配信を今...  
App Store

インストール



**Radiotalkの子ども【公式】**  
@Radiotalk\_info · 11月05日  
なんだ.....『このネギ.....!!🎙  
ネギの秘密はダウンロードしたらわかる!?  
🎙🎙

＼誰でも簡単に音声配信ができるアプリ／  
Radiotalk（ラジオトーク）を今すぐチェックしてみてね🎙



Radiotalk-音声配信を今...  
App Store

インストール



**Radiotalkの子ども【公式】**  
@Radiotalk\_info · 11月05日  
配信やってみたいけど顔出しするのは  
ちょっと抵抗が...🎙  
という方にめちゃくちゃおすすめ〜🎙🎙

いつでもできちゃう！  
顔出し不要！ラジオ型配信🎙



顔出し不要！スマホだけでOK！今すぐ始めよう！

Radiotalk-音声配信を今...  
App Store

インストール

As well as lots of other creative content

An aerial night view of a city with a complex network of glowing white lines and nodes overlaid on the image, suggesting a digital or social network. The city lights are visible in the background, and the sky is dark with some light clouds.

# Advertising Examples on Instagram



Instagram ① Promotion of articles and ads in “stories” (for example, account @laurier\_press)



Rohto Pharmaceutical Co., Ltd.

They advertise in order to get more user clicks on content provider’s articles. A creative approach to product design and the use of popular hashtags in publications devoted to trendy things in pink **brought more than 2000 likes in a couple of days.**



Instagram ② Promotion of articles and ads in the news feed (for example, account @woman.excite)

**SARAYA** Saraya Co., Ltd.

- ▼ They advertise products using the capabilities of Instagram
- ▼ Take a creative approach to creating articles, focusing on family and family values

The company account scored 10 points out of 10 possible on the scale of the indicator of quality profiles in SNS.  
Thanks to the excellent rating on Instagram, it has a high priority for showing the profile.  
The company also significantly reduced the CPC.





An aerial night view of a city, likely New York City, showing a complex network of highways and buildings. The image is dark, with city lights providing the primary illumination. Overlaid on the cityscape is a network of white lines and dots, resembling a social media or data network, with several nodes and connecting arcs. The text "Advertising Examples on Facebook" is centered in the middle of the image in a white, sans-serif font.

# Advertising Examples on Facebook

# Facebook ① Use of banners and drawing attention with illustrations



Sompō Holdings, Inc.

The company provides insurance services, focusing on the audience of housewives. Hires popular illustrator artists to create banners. In publications, appeals to the feelings of housewives, urging them to think about what they will do if their children get into an accident **Profile conversion statistics are 3.5 times ahead of the Facebook average.**

ウーマンエキサイト・ Woman.excite  
広告

ママたちの自転車事故体験談／  
子どもが自転車事故を起こしたらどうす  
る...！？  
今回はママ／パパが実際に体験した自転車事故例  
や、事故への備えについて、モ子コさんが紹介  
します。



woman.excite.co.jp  
意外と身近な自転車事故の体  
験談ご紹介！ [詳しくはこちら](#)

ウーマンエキサイト・ Woman.excite  
広告

「わが子が自転車事故を起こしたらどうす  
る!？」  
今回はママ／パパたちの自転車事故体験談をご紹  
介！  
事故への備えについても裏チェック！



woman.excite.co.jp  
意外と身近な自転車事故の体  
験談ご紹介！ [詳しくはこちら](#)

ウーマンエキサイト・ Woman.excite  
広告

ママが知っておきたい保険のこと／  
もし自分や子どもが自転車事故を起こしてしま  
ったら...？  
今回は、ママが知っておくべき自転車保険の加  
入メリットについてをご紹介します。



woman.excite.co.jp  
意外と身近な自転車事故の体  
験談ご紹介！ [詳しくはこちら](#)

ウーマンエキサイト・ Woman.excite  
広告

育児＆家事で忙しいママに朗報！／  
【超簡単！コンビニで手軽に自転車保険に加入  
できる!】  
ママ／パパの実際に体験した自転車事故例や事故  
への備えについて、人気インスタグラマーのモ  
子コさんがご紹介！



woman.excite.co.jp  
意外と身近な自転車事故の体  
験談ご紹介！ [詳しくはこちら](#)





Otsuka Pharmaceutical Co., Ltd.

▼ Gather an audience by creating thematic publications with tests and surveys

▼ Attract new customers with illustrations and banners.

**Profile conversion statistics are 7 times higher than the Facebook average. The company also significantly reduced the CPC**

 マイナビウーマン 広告

【診断】仕事の効率を上げるには●●が重要！？  
あなたのタイプを動物診断



WOMAN.MYNAVI.JP  
あなたはどの動物タイプ？3  
分で分かる診断スタート！ [詳しくはこちら](#)

 マイナビウーマン 広告

【診断】仕事の効率を上げるには●●が重要！？  
あなたのタイプを動物診断



WOMAN.MYNAVI.JP  
あなたはどの動物タイプ？3  
分で分かる診断スタート！ [詳しくはこちら](#)



▼ When creating content, they are guided by current news  
 ▼ Use a creative approach to ads, making it unobtrusive  
 It is expected that the number of profile transitions will exceed the **average 3 times, regardless of the content**



小中高生に求められるタイピング、Officeソフトの操作、プログラミング的思考の3つのスキル。

時間がとれる夏休みは、パソコンのキーボードでローマ字入力を練習する、絶好のチャンスです。



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＜センター試験が大幅変更!？＞

2020年度入試から新テストが導入。  
 24年度には英語が外部試験に一本化され、コンピュータでの試験として導入へ！



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※この他にも多数クリエイティブを制作

An aerial night view of a city, likely Tokyo, showing a complex network of highways and buildings. The image is overlaid with a dark, semi-transparent layer featuring a network of white lines and dots, suggesting a global or digital connection. The text is centered on this overlay.

# Thank you

We are friendly and social



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