

“Irasshaimase Japan!™ (Welcome to Japan!)” launched,
an all-in-one digital marketing solutions
for the inbound tourism business

Tokyo, July 19, 2016 --- D.A. Consortium Inc. (DAC) is pleased to announce the launch of “Irasshaimase Japan!™ (Welcome to Japan!)”, a complete digital marketing solutions package for businesses targeting visitors to Japan.

DAC will, in collaboration with group affiliates and partner companies, steadily expand its range of one-stop solutions for inbound tourism marketing, which is poised to burgeon in Japan.



■ **Background**

DAC has to date set up overseas affiliates in China, the ASEAN region, and elsewhere to provide digital advertising services tailored to local markets. It also supports the global marketing activities of advertisers and agencies by harnessing the research, planning, creative, and ad technology capabilities of its group affiliates and partner companies.

The number of foreign visitors to Japan, especially from Asian countries, has been rising steadily due to relaxed visa requirements and other factors; it reached 19.73 million annually in 2015(*1). The Japanese government has doubled its original target of attracting 20 million visitors a year by the 2020 Tokyo Olympics and Paralympics, setting a goal of 40 million visitors by 2020 and 60 million by 2030(*2).

In response to the consequent growth in inbound tourism marketing needs, DAC has established this new framework to strengthen its portfolio of solutions by pooling the capabilities of all its affiliates.

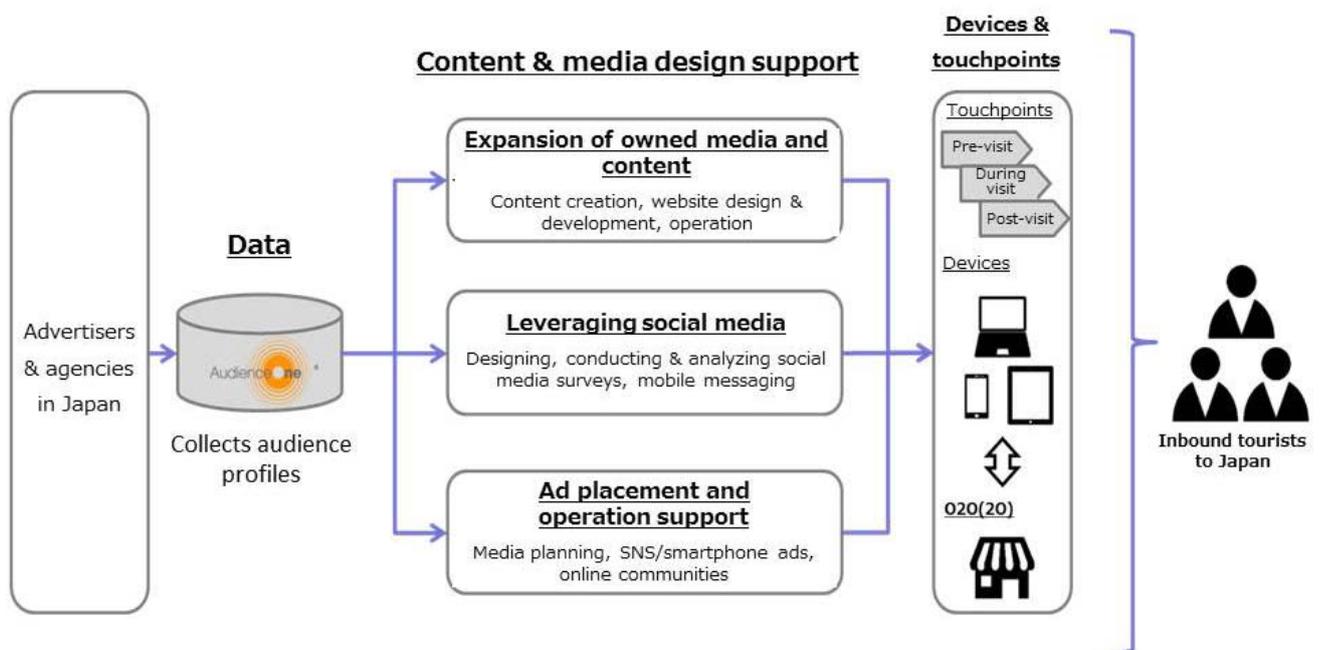
■ **Service description**

“Irasshaimase Japan!™” provides complete solutions for advertisers and agencies planning marketing or ad campaigns targeting visitors to Japan utilizing an array of media products and technology and data services.

By analyzing client’s target audience using DAC’s data management platform (DMP) “AudienceOne®”(*4) and through its partner firms, “Irasshaimase Japan!™” offer one-stop support with key elements of client’s inbound marketing campaign. “Irasshaimase Japan!™” enables clients to target current, past, and prospective visitors to Japan with a special interest in the country not simply by placing ads but by creating touchpoints at each stage of their purchase process: by providing content on clients’ owned media, for example, or designing a social media community.

DAC plans to expand the range of these services by adding advertising packages, developing advertising formats, and establishing marketing channels targeting English- and Chinese-speaking users.

Overview of the Irasshaimase Japan!™



By drawing on the data stored in the DMP, Irasshaimase Japan!™ helps clients to optimize content and media design for specific audiences and marketing goals. It also assists in creating touchpoints with potential customers across multiple devices and channels.

[Examples of services]

Expansion of owned media and content

- Multi-language localization of websites, content, and advertising creatives targeting inbound tourists to Japan

Leveraging social media

- Delivering video marketing solutions targeting inbound tourists in the form of multichannel networks (MCNs) (*3), especially in the English- and Chinese-speaking worlds
- Exploiting local social media platforms like Weibo, not just Facebook and Twitter

Ad placement and operation support

- Developing ad products by harnessing the DMP "AudienceOne®", which contains travel data, and working with data partners in different regions
- Multi-language localization of keywords, advertising copy, and reporting, particularly focusing on search ads and SEO for Google, Yahoo!, Bing, Naver, and China's Baidu
- Technological support including provision of the messaging management solution "DialogOne"(*5), and administration of LINE accounts
- Provision of the ad serving tool "Sherpa"(*6), a certified "Facebook Marketing Partner", "Instagram Partner", and "Twitter Official Partner"
- Support with media buying and ad placement outside Japan through partners offering their own services such as ADARA(*7), a leading American travel marketer that operates worldwide

■ Group affiliates and partners



■ Next steps

“Irasshaimase Japan!™” will further strengthen solutions for businesses targeting inbound tourists by beefing up capabilities within the DAC Group and working constantly with media and data partners.

The DAC Group is committed to contributing to the Japanese economy, enhancing clients' corporate value, and creating engagement with visitors to Japan by supporting businesses targeting inbound tourists.

- (*1) According to Japan National Tourism Organization (JNTO) statistics.
- (*2) As set by the Council for the Development of a Tourism Vision to Support the Future of Japan.
- (*3) Networks that aggregate multiple video channels operated by separate video creators and organizations.
- (*4) AudienceOne is Japan's largest Data Management Platform (DMP) offered by DAC with 450M unique browser cookies and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users.
- (*5) DialogOne is a messaging service management solution offered by DAC. Compatible with “LINE Business Connect”, it enables advertisers to make more sophisticated use of their official LINE account by combining the customer information they hold with LINE account information. It thus makes possible to communicate one-to-one with individual users by delivering personalized messages.
- (*6) Sherpa, offered by Torchlight Inc., is a social ad management tool for ad delivery, target audience management, and optimization.
- (*7) ADARA consolidates first-party data from more than 90 global travel brands. It delivers audience marketing solutions to global companies using a special algorithm, based on flight and hotel searches and bookings at the trip planning stage.

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<Corporate Information>

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Business : Online media transaction related business, Solution business,
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