

Press Release

May 9, 2018  
transcosmos inc.  
SOCIAL GEAR PTE LTD

**transcosmos and SOCIAL GEAR assist Saishunkan's digital marketing in Taiwan**  
**Analyze consumer data that applied to "Domohorn Wrinkle Trial Kit" and leverage the results for future advertising**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and its subsidiary SOCIAL GEAR PTE LTD (Headquarters: Singapore; CEO: Shunsuke Sato; SOCIAL GEAR) are supporting digital marketing initiatives of Saishunkan Pharmaceutical Co., Ltd. (Headquarters: Kumamoto Prefecture, Japan; President: Masaaki Nishikawa; Saishunkan) in Taiwan.



<http://www.domohornwrinkle.com.tw/>

Saishunkan is a pharmaceutical company which manufactures and sells products that help solve consumers' skin and health troubles with a focus on natural healing power, the inherent ability our body has. Its products include "Domohorn Wrinkle", the anti-aging skin care product line. Released in Taiwan in 2012, "Domohorn Wrinkle" currently has nearly 30,000 loyal members. "Domohorn Wrinkle" swept the "Queen Beauty Awards", a beauty award program sponsored by the Taiwanese media, winning the top prize for 7 categories in the mail order award category over various brands from the U.S., Europe, South Korea, and Taiwan.

The majority of Taiwanese consumers shop for "Domohorn Wrinkle" products via e-commerce, making customer engagement in the digital marketing channel arguably the most important factor for the brand. transcosmos and SOCIAL GEAR together assist Saishunkan's digital marketing in Taiwan through their respective subsidiaries, namely, transcosmos Taiwan inc. (Headquarters: Taipei, Taiwan; General Manager: Katsuro Ueda) and SOCIAL GEAR TAIWAN INC (Headquarters: Taipei, Taiwan; COO: Patty Kuo). Specifically, the companies operate Facebook ads, LINE ads and listing ads for Saishunkan whilst executing a project which aims to improve ad operations by analyzing consumer data that applied to "Domohorn Wrinkle Trial Kit" and utilizing the results for future advertising.

After launching their services in September 2017, the number of applications for the trial kit achieved 120% of the target set for the initial month after the project kick-off, lifting the number by around 50% compared to the average figure recorded after its entry into the Taiwan market. At the same time, by reviewing the target audience, the team successfully increased the unit purchase price of first-time customers whilst boosting the first-time purchase rate by 6%.

Nobufumi Yamada, General Manager of Overseas Division at Saishunkan Pharmaceutical Co., Ltd said; “Taiwan business was our first step to going global. We wanted to make a successful start in Taiwan to establish a foothold for our globalization initiative. We selected Taiwan because we believe that our products that have continued to evolve for more than 40 years match the tastes of the Taiwanese, as they do the Japanese. After several years of effort, product awareness has reached a certain level, yet, it was not initially known as an anti-aging skin care product. Recognizing this, we had a strong passion to communicate more about the “Domohorn Wrinkle” brand’s worldview. We decided to entrust transcocosmos with our online ad operations because the team understands our passion and has extensive knowledge of the ever-evolving online advertising market. We are delighted to work with the transcocosmos team. They take everything seriously from our standpoint, consider our customers as theirs, and we can discuss the points that really matter. We want to retain this great relationship which makes us grow together, whilst expecting to hear new proposals for us to acquire repeat customers.”

transcocosmos and Social Gear continue to help Saishunkan’s digital marketing services with a view to leveraging “DECAds”, transcocosmos chat ad services and its proprietary DMP services, “DECode”.

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#### **About transcocosmos inc.**

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 171 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

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