

# Press Release

October 4, 2018  
transcosmos inc.

## transcosmos forms a Strategic Business Alliance with the World's Number 1 Platform for Influencer Marketing “indaHash”

### Supporting clients Instagram promotions with “Empathetic and Creative” content, with use of UGC

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is pleased to announce that the company has formed a strategic business alliance with indaHash (Headquarters: Warsaw, Poland; Representative: Barbara Sołtysińska), the world's number 1 Influencer Marketing platform (\*1). Through indaHash, transcosmos will match the best influencers for clients and, by using high-quality and creative content that influencers create, the company will improve the effectiveness of social media promotions focusing mainly on Instagram.



Over recent years, as Instagram utilization is being more active in corporate promotions, creation of high-quality and creative content that leads to high engagement has become a challenge to maximize the effect of the promotions. As one of the problem-solving methods, transcosmos has been focusing on the value that UGC (User Generated Contents) brings to Instagram promotions, which is produced and generated by general users, mainly influencers, rather than enterprises. Due to this, transcosmos has formed a strategic business partnership with indaHash, which has the biggest number of influencers in Japan at around 20,000 people.

indaHash is an influencer marketing platform that connects clients that want to conduct campaigns with influencers that create and provide creative content. indaHash has a focus on mid-tier influencers, as not only the top macro influencers who have a big reach are effective, but also micro influencers that have the ability to post content can win empathy and engagement from their followers and other users. It is not only possible, but statistics show that it's very practical to make products and services on social media appealing from a user's point of view and expand the reach of content with use of said influencer marketing. Also, the influencers registered with indaHash have passed strict profile-investigation (\*2), and therefore, we are able to expand the reach of a clients' products and services while measures for brand safety.

(\*1) Best Influencer Marketing Company of the year for 2018 by MarTech ( <http://martechbreakthrough.com/award-winners/> )

(\*2) indaHash investigates all the profiles with system and human eyes when users apply to become influencers with indaHash.

<Survey item>

- Profile: It is not a fake/fraudulent account, it has achieved the engagement rate threshold, etc.
- Contents: Beautiful and high-quality content. Causing no damage/harm to other people (not offensive contents) etc.

indaHash Mr. Nomura, Country Manager, Japan, comment

I am extremely excited for this cooperation. transcosmos has a history of supporting various companies in going through digital transformation and it's a perfect partner for indaHash, whose mission is to wire all kinds of brands into the world of influencers. We believe that our joined knowledge and deep understanding of clients' needs and goals will result in many great and effective campaigns.

transcosmos will strengthen the usage of UGC in clients' social media promotions and will try to increase the engagement rate and expand sales, by planning and operating promotions using high-quality "empathetic and creative" content that is created by influencers from indaHash. By utilizing numerous advertisement operation results and know-how from past experience, transcosmos will continue to maximize the marketing effect for clients.

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

#### **About indaHash**

indaHash is the fastest growing, world's number 1 technology platform that connects influencers all over the world. Currently operates in over 80 markets, with offices in Japan, Germany, USA, England, UAE, Singapore, South Africa and Poland. indaHash works with the Fortune 500's biggest brands in collaboration with more than 850,000 influencers. Since its establishment in 2016, indaHash has conducted more than 1,800 campaigns with world's biggest brands (Coca-Cola, McDonald's, L'Oréal, Electrolux etc.) in more than 80 markets. indaHash works with partner companies around the world to implement effective global campaigns on Instagram, Facebook, Twitter and Snapchat.

#### **About transcosmos inc.**

transcosmos 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. transcosmos currently offers services that support clients' business processes focusing on both sales expansion and cost optimization through our 172 locations across 32 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos 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. transcosmos 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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