

Press Release



March 13, 2019
transcosmos inc.

transcosmos forms a business alliance with MarkPlus Inc., a marketing consulting and research firm founded by Hermawan Kartajaya, the co-author of “Marketing 4.0” with Phillip Kotler.

transcosmos will offer its proprietary loyalty marketing services with the exclusive right to use the measurement based on the “5A’s” in Japan.

transcosmos inc. (Headquarters Tokyo, Japan; President and COO: Masataka Okuda) is pleased to announce that the company formed a business alliance with MarkPlus, Inc. (Headquarters Jakarta, Indonesia; Founder and Chairman: Hermawan Kartajaya), Indonesia’s premiere and pioneering marketing consulting company. Hermawan Kartajaya, the founder of MarkPlus is a world-renowned marketing specialist, who was named by the United Kingdom’s Chartered Institute of Marketing on the list of “50 Gurus Who Have Shaped the Future of Marketing” which included Philip Kotler in 2003.



PhilipKotlerCenter
for ASEAN Marketing



MarkPlus has given the exclusive rights to transcosmos to use the “5A’s” research methodology based on “Marketing 4.0: Moving from Traditional to Digital” by Philip Kotler and two MarkPlus’ senior executives, Hermawan Kartajaya and Iwan Setiawan.

Marketing 4.0 proposes that a customer path in this era of connectivity consists of 5A’s, namely Aware, Appeal, Ask, Act and Advocate. It describes a consumer decision-making process as a “group decision making” based on various opinions of all individuals and groups that take part in the decision making process; not a process based only on one individual’s opinion. Based on this idea, MarkPlus promotes two new attributes to measure brand strength: Purchase Action Ratio (PAR) and Brand Advocacy Ratio (BAR)—a set of metrics that evaluate how well brands converts awareness into purchase and advocacy. This concept ultimately repositions the meaning of loyalty from past definition of repeat buying to new definition of advocacy.

The co-authors of Marketing 4.0—also well-known in Japan for “Marketing 3.0: From Products to Customers to the Human Spirit”—have given the exclusive rights to a number of exclusive alliance members in Singapore, Malaysia, Thailand, Vietnam and Indonesia. For Japan, the rights were awarded to transcosmos, which will develop and deliver its proprietary loyalty marketing services to clients across extensive industries. transcosmos aims to launch the new services in June 2019.

Iwan Setiawan, Deputy CEO of MarkPlus, who is also a co-author of Marketing 4.0, commented, “Our proprietary Marketing 4.0 concept and expertise fit well with transcosmos’ excellent capabilities in the area of digital marketing. I hope Marketing 4.0 methodology can help accelerate the growth of transcosmos’ partners and clients.”

transcosmos will develop and deliver new services that combine its outsourcing services including digital marketing with the “5A’s” measurement. Under this new alliance, transcosmos aims to offer the services to a wide range of industries such as

the healthcare, pharmaceutical, medical, insurance, distribution, retail and more.

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

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

About MarkPlus, Inc.

Established in 1990, MarkPlus, Inc. is a pioneer in the area of marketing consulting and research in Indonesia. The firm serves clients across diverse industries, which includes a number of Japanese companies operating in Indonesia. Led by its Founder and Chairman, Hermawan Kartajaya, the firm constantly develops a number of world-class concepts and methodologies. Some of its well-known publications include Marketing 3.0: From Products to Customers to the Human Spirit (2010) and Marketing 4.0: Moving from Traditional to Digital (2017). Both were first published by John Wiley & Sons in the US and have been translated into 26 and 21 other language editions, respectively. A member of ESOMAR, a global association of market research agencies, MarkPlus is also a partner of Nikkei BP Consulting for Brand Asia research in Indonesia.

www.markplusinc.com

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 171 locations across 31 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 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.

<https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp