

Press Release



November 28, 2019
transcosmos inc.

transcosmos acquires 100% ownership of Interest Design, an SNS & influencer marketing company

Enhances its communication strategy design services

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) announced today, November 28, 2019, that the company will complete the acquisition of all outstanding shares of Interest Design Inc. (Headquarters: Tokyo, Japan; President & CEO: Tadayuki Togashi). As a result, Interest Design Inc. will become its wholly owned subsidiary effective November 29, 2019. Interest Design Inc. has expertise in communication design using social network services (SNS) and influencer marketing to assist various businesses successfully build and execute marketing promotional strategies. transcosmos has appointed both Tadayuki Togashi, President & CEO, and Yuzuru Mitsumoto, Director & COO of Interest Design Inc. as corporate officers of transcosmos.



Japan's SNS advertising market is expected to continue its double-digit annual growth through 2021 and is projected to reach 283.3 billion yen in size by 2023 (source: CyberAgnest / Digital InFact). Moreover, the Japanese influencer marketing market is expected to continue to expand annually at 20% or higher, reaching 50.9 billion yen by 2023 (source: Digital InFact). Interest Design, with an external CMO function in place, delivers end-to-end services in SNS advertising and influencer marketing and assists businesses from the upper stream of communication design to solve challenges in their marketing initiatives. Ultimately, Interest Design executes optimal strategies through the entire marketing cycle with a focus on generating profits for clients.

Under its Digital Marketing・E-Commerce・Contact Center (DEC) Services business, transcosmos will expand the communication design services using SNS and influencer marketing, both expected to spread further across the country. By doing so, transcosmos aims to enhance services that assist its clients with their sales and marketing, customer services, and more.

■ About Interest Design (Japanese only: <http://interest-design.co.jp/>)

Company name: Interest Design Inc.

Directors: President & CEO: Tadayuki Togashi
Director & COO: Yuzuru Mitsumoto

Founded: June, 2014

Headquarters: Jingumae Corporus 909, 6-25-8, Jingumae, Shibuya-ku, Tokyo, 150-0001 Japan

Paid-in capital: 24 million yen

Business: Communication strategy design and promotional planning services that are built on SNS and influencer marketing

*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 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 optimization through our 167 bases across 30 countries/regions 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 48 countries/regions 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.

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

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