

# Press Release



November 18, 2024  
transcosmos inc.

**transcosmos sets up “aTable,” autonomous creative laboratory that studies, creates and delivers fusion of creativity and technology and next-generation marketing, all from a creative perspective**

**Generates new forms of creative work in partnership with art director Tetsuya Chihara**

transcosmos hereby announces that the company has set up “aTable,” a research laboratory that researches, creates, and executes next-gen marketing solutions from a creative perspective. In opening the laboratory, transcosmos has invited an art director, Tetsuya Chihara (CEO; LEMON LIFE Inc.) to co-explore new potential of creative work.



## 【Background and Purpose】

In today's business environment, brands must transform conventional marketing approaches on the back of ever diversifying consumer values and lifestyles as well as stricter requirements to protect consumer privacy such as cookie laws and regulations. The importance of AI-powered creative content is also rising while data analysis and personalized marketing strategies enable precise marketing along with the advancement of AI technology. At the same time, consumer analysis and insights derived from vast amounts of data has ushered in a fundamental transformation to ways to produce creative content, optimizing the performance of new forms of advertisement such as vertical videos.

By delving into the true value of culture, creativity, media and technologies including generative AI, “aTable” aims to develop and deliver new services and solutions that strengthen engagement with consumers and ultimately maximize clients' business performance.

To begin with, “aTable” will send out survey and study reports on various topics including vertical short videos, a format that is increasing popularity among consumers, while focusing on developing future marketers and creators. Going forward, “aTable” will lead the new age of marketing.

## 【Collaboration with Tetsuya Chihara】

Tetsuya Chihara, CEO at LEMON LIFE Inc. has become a partner in setting up “aTable.” Tetsuya is showcasing his talent across a range of genres from advertising, branding, to music video, commercial and film production. His creativity will be at the core of “aTable.”

“Will the word creative and creative jobs be killed by AI, and lose its power in this efficiency and compliance-driven world?” Tetsuya Chihara says. “aTable” is a team formed to defy that. Having fun, doing your best, finding something cool and just

great, that's how creativity emerges, and we will prove that together as a team."

### 【Creative lab initiatives】

Creative lab will focus on the following to create new values by going beyond the conventional, and generating a series of bold ideas from a neutral approach.

- **Fusion of strategy and creativity**

Study and execute strategies and tactics that best suit the characteristics of each media type to boost performance of advertisements and media. Create content that closely connects strategy with creativity, and develop a new framework that supports the latest format such as vertical short movies.

- **Innovation of creative technology**

Proactively utilize cutting-edge AI creative technology to identify consumers' latent needs and behavioral patterns, and pursue the possibility of creativity based on the findings.

- **Development of future marketers and creators**

As a center of market-leading professionals in creative, media and technology, "aTable" also places priority in developing future marketers and creators. In addition, "aTable" will send out research results on specific areas and themes, thereby contributing to the growth of the industry as a whole.

### 【Vision】

Through "aTable," transcosmos aims to maximize the potential of creativity, and create a new marketing & communication standard. Stay tuned.

### 【aTable members】

Tetsuya Chihara, Kenichi Sasaki, Changsoo Tanioka, etc.

### 【Tetsuya Chihara】



Art director/CEO of LEMONLIFE Inc.

Born in 1975 in Kyoto, Japan.

Tetsuya Chihara established a design studio, LEMON LIFE Inc. in 2011. Tetsuya's design work goes across a wide range of genres such as advertising (H&M, Nisshin Cup Noodles and Laforet HARAJUKU collaboration project, etc.), fashion branding (une nana cool, etc.), CD jackets (GARAKUTA by Keisuke Kuwata, Kayoko Yoshizawa, etc.), drama production, music video and commercial production, and more. Tetsuya is also an initiator of KISS, TOKYO, a logo mark project to introduce Tokyo to the world. His activities go beyond boundaries to include a regional revitalization project in Fujiyoshida city. In July 2023, Tetsuya made his debut as a film director with *Ice Cream Fever*, making his longtime dream come true. In 2024, he relocated his office to Tokyu Plaza

Harajuku "Harakado", creating a new form of design studio, a fusion of community, shop, and schools in an open space.

\*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 182 bases across 35 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 46 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/>

**Contact for Media Inquiries**

transcocosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)