

# Press Release

June 17, 2019  
transcosmos inc.

## transcosmos co-launches “Project: Discover the NextGen Influencer” with C Chanel

### Exclusively sells ad offerings featuring “the influencer of tomorrow,” a trend-savvy winner of the audition

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and C Channel Corporation (Headquarters: Tokyo, Japan; President: Akira Morikawa; C Channel), the operator of a video fashion media for women “C CHANNEL,” co-launched “Project: Discover the NextGen Influencer.” Through this project, the two companies aim at discovering “the influencer of tomorrow,” a future star on social platforms that include C CHANNEL, Instagram, TikTok, YouTube and more. In addition, transcosmos will exclusively sell ad offerings that feature the next-gen influencer, the winner of the audition. This project was officially announced at “Beautycon Tokyo,” a global beauty event that first launched in Los Angeles, California, held on June 15 (Sat) and 16 (Sun), 2019.



Individuals who wish to showcase their talent as an influencer on a wide range of platforms including C CHANNEL, Instagram, TikTok and YouTube are welcome to enter the audition via an audition app “mysta” by mysta Corporation (Headquarters: Tokyo, Japan; President: Akira Morikawa; mysta), a group company of C Channel. After a series of rigorous screenings, C Channel and transcosmos will discover and select a winner who demonstrates his or her high-potential to become an influencer. The winner will be announced at the special stage during “SUPER C CHANNEL 2019,” an experiential user event by C Channel scheduled on September 21 (Sat) and 22 (Sun), 2019.

transcosmos and C Channel will help the winner take the first step on his or her journey towards being a successful influencer, offering various opportunities for the winner to show their talent such as to act on C CHANNEL videos and ads by major clients and more. The ad sponsors include leading cosmetic brands and other major companies.

In addition, transcosmos will exclusively sell special ad offerings featuring the “next-gen influencer” discovered through this project. Featuring the trend-savvy, next-gen influencer who possesses an “ability to reach” and “planning skills” in SNS marketing campaigns, mainly on C Channel and Instagram, clients can offer content that resonates with, and influences users, and thereby communicate the true value of their products and services to users whilst improving their brand affinity.

Building on its extensive record and accumulated know-how in assisting clients’ influencer marketing, transcosmos will further utilize influencers in the beauty and cosmetics marketing campaigns by promoting this project, and in turn help clients run the right marketing campaigns in order to expand their sales.

## ■ Audition details

Project: Discover the NextGen Influencer

“C CHANNEL Clipper,” “Instagrammer,” “TikToker” and “YouTuber;” Register to audition now!!

Application period: June 24 (Mon) to July 31 (Wed), 2019

Application guidelines:

- (1) Applicant can be either male or female
- (2) Applicant must be 18 years of age or older
- (3) All applicants are eligible for the audition regardless of their place of residence  
(travel expenses to the audition will have to be borne by the applicants)
- (4) Applicant must not be under any commercial contract with any agency
- (5) Minor must obtain and submit written consent from a parent or guardian

Screening / Schedule: Project team members act as a judging panel

- (1) First screening=> From early August (post self-introduction video on mysta)
- (2) Second screening=> From late August (post a video under a given theme on mysta)
- (3) Final screening => Early September

Prizes:

- (1) Featured in C CHANNEL videos
- (2) Position as an ad creator at a leading company, etc.

Stay tuned for the latest information available on LINE official account: URL : <http://nav.cx/66CNUYg>

## ■ About Beautycon Tokyo

Beautycon is a grand-scale beauty festival that first launched in 2014 in Los Angeles, California. Based on the concept “PLANET BEAUTYCON,” the first festival in Japan will be a participatory event in which you can experience global beauty trends directly in Japan. International super model, Winnie Harlow and many Japanese talents, such as Naomi Watanabe and YOUN-A will join the event! The event has a variety of contents, such as: makeup tutorials by top class hair and makeup artists, beauty talk shows by model and talent, booth exhibitions by cosmetic brands, etc. The event will cover not only this year’s makeup trends and techniques, but also focus on lifestyle beauty (URL: <https://beautycontokyo.cchan.tv/en>).

## ■ About C CHANNEL (URL: <https://en.cchan.tv/>)

Offering videos that answer “everything women want to know,” C CHANNEL is the most popular video media among women in their 10s and 20s. C CHANNEL shoots, creates short and easy-to-watch vertical videos with clippers (popular models on famous magazines, popular bloggers, nail artists, popular beauticians, influencers, and more), and posts the videos to an audience around the globe. Its number of fans with official accounts surpassed about 6 million on LINE, 14 million on Facebook, 4 million on Instagram, 400 thousands on Twitter, and 750 thousands on YouTube.

## ■ About “mysta,” an audition app that lets users support future stars (URL (Japanese only): <https://www.mysta.tv/>)

“mysta” is a service that enables users to enjoy videos posted by its casts. Its diverse casts include general posters, rising pop-idols, vocalists, models and celebrities. Audiences can also enjoy communicating with the casts. What’s more, users can support their favorite casts by putting points to their videos. The videos with higher points will be ranked highly on mysta ranking and ultimately, top-ranked casts can receive various prizes by “mysta” including opportunities to showcase their talent.

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## 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 173 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 48 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.  
<https://www.trans-cosmos.co.jp/english/>

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