

# Press Release



September 26, 2019  
transcosmos inc.

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

**The company will enhance Instagram, Facebook and other social media promotions to meet the needs of influencer marketing campaigns (KOL)**

transcosmos Taiwan inc. (Headquarters: Taipei, Taiwan; General Manager: Katsuro Ueda; transcosmos Taiwan), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), is pleased to announce that the company has formed a strategic business alliance with IDH Media Limited. (Headquarters: Warsaw, Poland; Representative: Barbara Sołtysińska; IndaHash), a company that offers IndaHash, the world’s number 1 Influencer Marketing platform.



Left: Hajime Nomura, indaHash Taiwan Business Manager  
Middle: Barbara Sołtysińska, CEO at indaHash  
Right: Katsuro Ueda, General Manager at transcosmos Taiwan

With the aim of meeting and exceeding the various needs of clients who run e-commerce businesses in Taiwan, transcosmos Taiwan will match the best influencers for each brand and use high-quality creative content produced by those influencers with the power of “indaHash” services. Ultimately, the company will further enhance clients’ social media promotions with a primary focus on Instagram and Facebook.

Today, influencer (KOL – Key Opinion Leader) marketing strategies have become vital for successful marketing promotions in Taiwan. Along with such a trend, influencers have gained immense influence over their followers’ buying behavior. In particular, brands in industries such as health food, cosmetics and fashion that tend to present their brand identity via visual content use influencer-generated content that goes well with their brand, and in turn successfully grow their product sales.

Despite the increase in influencer marketing, there are only a limited number of influencer platforms that make efforts in brand safety. Through “indaHash,” an influencer marketing platform that ensures “brand safety” and has enabled the “reuse of content,” transcosmos Taiwan will match highly qualified and relevant influencers for each and every brand for clients in the two most focused industries, cosmetics and health food.

Here are the comments received from indaHash CEO Barbara Sołtysińska and indaHash Taiwan Business Manager Hajime Nomura:

“It has been about a year since we formed a partnership with transcosmos in Japan. Since then, we have achieved many

successes in collaborative campaigns in various industries including aviation, finance and more. As a company with a proven record in running nearly 3,000 campaigns that include ones in Asia, we are delighted to start a collaboration with transcocosmos Taiwan. We are excited and confident that together, we can make successful campaigns by sharing experiences, client case studies and marketing know-how in the APAC region.”

Leveraging its market-leading number of influencers and collaboration records with transcocosmos, “indaHash” plans to expand its number of influencers in the Taiwan market.

transcocosmos Taiwan offers diverse services to the Taiwan market including contact centers, digital marketing and e-commerce services. Through this strategic business partnership, transcocosmos Taiwan will deliver and expand “indaHash” services ahead of others focusing on clients in the cosmetics and health food industries.

#### **About indaHash**

indaHash is the fastest growing, world’s number 1 technology platform that connects influencers all over the world. Currently operates in over 90 markets, with offices in Japan, Germany, USA, England, Singapore, South Africa and Poland. indaHash works with the Fortune 500’s biggest brands in collaboration with more than 950,000 influencers. Since its establishment in 2016, indaHash has conducted more than 3,000 campaigns with world’s biggest brands (Coca-Cola, McDonald’s, L’Oréal, Electrolux etc.) in more than 83 markets. indaHash works with partner companies around the world to implement effective global campaigns on Instagram, Facebook, Twitter and Youtube.

\*transcocosmos is a trademark or registered trademark of transcocosmos 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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