

FOR IMMEDIATE RELEASE

July 16, 2024

## **Dentsu to Provide Ad Packages Using the Avatar Fashion-Focused ZEPETO Metaverse**

— *Supporting Corporate Branding Aimed at  
Gen Z and Gen Alpha in Asia* —

Dentsu Inc. (hereinafter Dentsu), CARTA COMMUNICATIONS Inc. (hereinafter CCI), Dentsu Digital Inc. (hereinafter Dentsu Digital), and Septeni Co., Ltd. (hereinafter Septeni), today announced the launch of Japan's first "Creator Collaboration Packages" for advertising using the NAVER Z Corporation's ZEPETO metaverse app. The service, a collaboration with persuasive ZEPETO creators and influencers, facilitates corporate branding and awareness-raising measures. Its main targets are the feeds<sup>1</sup> of young people from Gen Z and Gen Alpha<sup>2</sup>.



In recent years, the entry of fashion brands into the metaverse has been attracting attention. ZEPETO, a metaverse platform developed in South Korea, focuses on avatar fashion and has over 400 million users<sup>3</sup> worldwide, mainly young women in Asia from Gen Z and Gen Alpha.

ZEPETO users enjoy interacting with each other using 3D avatars customized according to their preferences. Currently, more than 13 million items for these avatars can be purchased<sup>4</sup> on the platform. Although such metaverse developments are being recognized outside of Japan as a source of new trends, Japanese companies have so far not significantly utilized the metaverse for marketing.

The “Creator Collaboration Packages,” the first advertising service in Japan to use ZEPETO, comprise advertising distribution slots<sup>5</sup> for the production of brand PR content based on a menu of offerings designed to increase brand exposure.

Multiple influencers<sup>6</sup> compatible with the target brand who have a following mainly in Japan post generated PR content, after clearly stating that it is an advertisement.

The goal is to effectively target and engage young people, particularly those in Gen Z and Gen Alpha, by posting entertaining PR content on ZEPETO while at the same time improving the cost-effectiveness of marketing activities conducted by companies in the metaverse. The results are verified via reports examining the effectiveness of the implemented measures.

The following services are currently available:

### ■ Creator Collaboration Package menu

	Trial	Basic	Premium
<b>01 Production plan</b> Varies depending on feed post, video quality, and use of video templates.	Product photo shoot and existing template composition + posting	Product photo shoot and video template production + posting	Product made into 3D item and video template production + posting
<b>Poster</b>	Collaborating influencer		
	Users using templates		User who purchased and whose avatar is wearing the 3D item
<b>+ Supplementary Ad</b> “Recommended Feed” and “App Launch Pop-up” advertising slots are offered, depending on the plan.	Recommended Feed	Recommended Feed	Recommended Feed and App Launch Pop-up
<b>02 Influencers</b> Influencers with a following mainly in Japan post PR content; expected reach varies for each plan.	300,000 total followers	500,000 total followers	2,000,000 total followers + ZEPETO official post

Dentsu, CCI, Dentsu Digital, Septeni, and NAVER Z will continue using the metaverse to create opportunities for new customer experiences, contributing to business transformation in the media industry.

Notes:

1. Refers to videos and images posted on ZEPETO.

2. People born between 2010 and 2024.

3. As of May 2024, according to ZEPETO.
4. As of June 2024, according to ZEPETO.
5. All advertising distribution plans comprise reserved advertisements in targeted placement slots within a predetermined period of time.
6. Multiple influencers will be used for each advertising plan in line with their number of followers.

## Company Profile

### Dentsu Inc.

Representative	Takeshi Sano, Representative Director, President and CEO
Location	1-8-1, Higashi-shimbashi, Minato-ku, Tokyo 105-7001, Japan
Established	July 1, 1901
Business outline	<p>In addition to providing various solutions for overall client marketing, Dentsu promotes the development of efficient advertising in response to changes in the digital age; designs optimal customer experiences; innovates marketing infrastructure; and transforms client business.</p> <p>We also integrate diverse capabilities that have evolved beyond the marketing domain to provide integrated solutions, which contribute to the sustainable growth of clients and society.</p> <p>Website: <a href="https://www.dentsu.co.jp/en/">https://www.dentsu.co.jp/en/</a></p>

### CARTA COMMUNICATIONS Inc.

Representative	Taku Meguro, Representative Director, President
Location	Toranomon Hills Station Tower 36F, 2-6-1, Toranomon, Minato-ku, Tokyo, 105-5536, Japan
Established	July 1, 2021
Business outline	<p>Digital marketing business (marketing, advertising sales, solution provision, etc.)</p> <p>Website: <a href="https://www.cci.co.jp/en/">https://www.cci.co.jp/en/</a></p>

### Dentsu Digital Inc.

Representative	Koh Takimoto, Representative Director, President and CEO
Location	1-8-1 Higashi-shimbashi, Minato-Ku, Tokyo, 105-7077, Japan
Established	July 1, 2016
Business outline	<p>Supporting corporate growth and transformation through digital marketing and DX, utilizing creativity and technology</p> <p>Website: <a href="https://www.dentsudigital.co.jp/en/">https://www.dentsudigital.co.jp/en/</a></p>

**Septeni Co., Ltd.**

Representative	Yusuke Shimizu, President Yuichi Kono, President
Location	Sumitomo Shinjuku Grand Tower 28F, 8-17-1, Nishi-shinjuku, Shinjuku-ku, Tokyo, 160-6128, Japan
Established	October 2006
Business outline	Digital marketing support business Website: <a href="https://www.septeni.co.jp/en/">https://www.septeni.co.jp/en/</a>

**NAVER Z Corporation**

Representative	Kim Dae-wook, Kim Chang-wook, Co-representatives
Location	Pangyo TechONE Tower 1, Building 1, 131, Bundangnaegok-ro (535 Baekhyeon-dong), Bundang-gu, Seongnam-si, Gyeonggi-do, 13529, Korea
Established	May 6, 2020
Business outline	Software development Website: <a href="https://www.naverz-corp.com/en/">https://www.naverz-corp.com/en/</a>

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