

March 2012

**ADK Championing the Development of “Co-creation” in Japan through its
Alliance with eYeka
~ New Business Model Connecting Companies and
200,000 Creators in 94 Countries ~
 (“Stand for Japan” Campaign Outstanding Entries Exhibition
~ March 26-28)**

ASATSU-DK INC. (ADK; head office Chuo Ward, Tokyo; Yoji Shimizu, President & Group CEO) was pleased to announce the launch of a business alliance in December of last year with eYeka S.A. (head office France; Francois Petavy, CEO), French company who is the global market leader in online co-creation with consumers. Since then, ADK has ranked as the first official partner for eYeka worldwide, with the two companies having already initiated a number of co-creation projects across the World, combining ADK's strategic expertise with the collective creative power of eYeka's online community of consumers.

In support of this new venture, ADK and eYeka have developed “Stand for Japan”, a co-creation project where people from all over the World were invited to create imagery that shows what, in their eyes makes Japan truly unique and endearing. The campaign generated submissions of over 300 outstanding creative content (spanning videos, animations, illustrations and other formats) with participants stemming from 41 countries such as , France and even China. The project is a good example of how co-creation can bring fresh and creative ideas from a diverse group of consumers. The best visual content received will be shown during a 3-day period, from March 26th to 28th at the ADK Shochiku Square 1st Floor Gallery (in the Tsukiji district of Tokyo).

Leveraging its groundbreaking tie-up with eYeka, ADK is determined to offer revolutionary creative solutions engineered to meet the needs of Japanese companies who want to launch innovative marketing and communication solutions fast. This will involve mobilizing eYeka's

co-creation community to support the development of new creative concepts for customers in brand creation, brand experience and new product development.

Who is eYeka?

eYeka is the global market leader in online consumer co-creation. The company leverages a community of 200,000 creative consumers from 94 countries that helps companies generate fresh creative ideas, unlock innovation opportunities and drive consumer engagement at a global level, in a matter of weeks and within a confidential, IP protected environment.

Typically, a company will approach eYeka to benefit from fresh creative ideas to solve its marketing or communication challenges. These marketing challenges are turned into creative challenges where eYeka members are invited to participate, in the form of a competition with prizes rewarding the best ideas.

eYeka serves more than 40 of the top 100 brands such as P&G, Kraft, Coca-Cola, Unilever, Danone, Hyundai and Microsoft and is present in France, Singapore, China, the United Arab Emirates, the United State and the United Kingdom.

For more information: <http://en.eyeka.com> (available in 12 languages, including English and Japanese.)

Factors Behind the Advance of Co-Creation in Japan

●Rising Corporate Demand for Social Media Solutions

In a regular advertising dynamics survey targeting companies, one of the questions asked was: “What recent advertising industry topics are viewed as important issues?” The number of responses citing “The effects of social media” has shot up from 27.1 points to 52.9 points over the year. This clearly underscores the intense quest from companies for viable solutions and platforms where they can engage and collaborate with consumers. (Reference: From Nikkei Advertising Research Institute “Advertising Dynamics Survey, 2010-2011 Edition”)

What value does ADK see in eYeka, co-creation?

eYeka is an online community now registering more than 200,000 consumers in 94 nations worldwide. The community is mostly composed of ordinary consumers who have a strong interest in creativity, with the majority being skilled in creative techniques such as video production, graphic design, photography and illustration... In addition, numerous creative professionals from all industries also participate in eYeka's contests. In that sense, using eYeka is the key to accessing a truly rich variety of ideas from an extensive creative community. As proof of this, the community continues to generate a steady stream of original concepts that companies have failed to come up with on their own.

● A global market leader, top ranked by an independent research company

According to “The Forrester Wave™: Co-Creation Contest Vendors, September 2011” report, eYeka “sits atop the leaderboard” and is considered “well positioned for future growth.” The company was top-ranked for overall current offering, strategy, and market presence. eYeka has worked on nearly 400 projects over the years, with long term relationships forged with a number of leading brands such as Unilever, P&G, Danone, Kraft, Coca-Cola, Hyundai or Microsoft.

● Co-creation is faster than traditional innovation methods

Conventional innovation and consumer research techniques are pretty slow and sequential, with consumers sometimes solicited at the beginning to uncover potential needs. Solutions to these needs are then developed internally and tested with consumers. With online co-creation, consumers can express needs and provide a solution in the same project, accelerating the innovation process. This allows companies to launch innovative products or campaigns faster than their competitors.

● Learn about co-creation to foster an internal culture of innovation

One of the benefits of working on an online co-creation project is to learn how to involve consumers strategically at the onset to create innovative products or campaigns. This practice is instrumental to create a corporate culture that is open to ideas that comes from external sources, which increasingly is becoming the basis for innovation today.

● Giving Consumers a Voice in Advertising, New Product Development

eYeka can offer high-quality User Generated Contents (UGC) through its consumer competitions. But eYeka also engages consumers beyond the development of advertising content. On eYeka's co-creation platform consumers are invited to contribute more strategically on brand positioning, new idea, new communication and new product development. This is termed: User Generated Innovation (UGI). The end-result is an increased supply of creative ideas, that are consumer-rooted, allowing companies to better anticipate consumer demand and offering products that truly meet consumer needs, since they are designed by them.

● Looking Outside Japan for a Competitive Advantage in Business Expansion at Home and Abroad

With eYeka having grown into an expansive online community linking over 200,000 consumers in 94 nations, it has perfected the art of identifying consumer insights and trends that reflect a diversity of culture, viewpoints and ideas. By beaming out issues and challenges faced in Japan to consumers from all corners of the globe, it will prove possible to mine new ideas that are free of local cultural bias. This increases the chances for Japanese companies to access radically new thinking from overseas, giving them a strong competitive advantage, at home or abroad.

“Stand for Japan” Campaign Overview

◆ Campaign Contents

As several nations are jostling to become global cultural superpowers, ADK and eYeka asked creative consumers across the World about what, in their eyes makes Japan truly unique and endearing. The project touched the heart of eYeka's community members with over 300 participants submitting their own vision of how Japan still has a strong, unrivaled appeal. Participants used videos, animations, illustration and photography to communicate their personal visions of "the Japan they love", with topics ranging from art, cuisine, technology, people and history, creating a unique mosaic of how Japan is seen, from the rest of the World's perspective.

◆ **Entry Submission Period:**

February 1 ~ March 1, 2012

◆ **Total Number of Entries:**

321 creations

“Stand for Japan” Outstanding Works Exhibition

◆ **Dates/Hours:**

March 26-28, 2012 (10:00 a.m. ~ 6:00 p.m.)

◆ **Venue:**

ADK Shochiku Square 1st Floor Gallery

(Address: 1-13-1 Tsukiji, Chuo-ku, Tokyo)

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