

NEWS RELEASE

Digital Garage and ANA Trading to Support Inbound Marketing for Domestic Companies and Local Governments

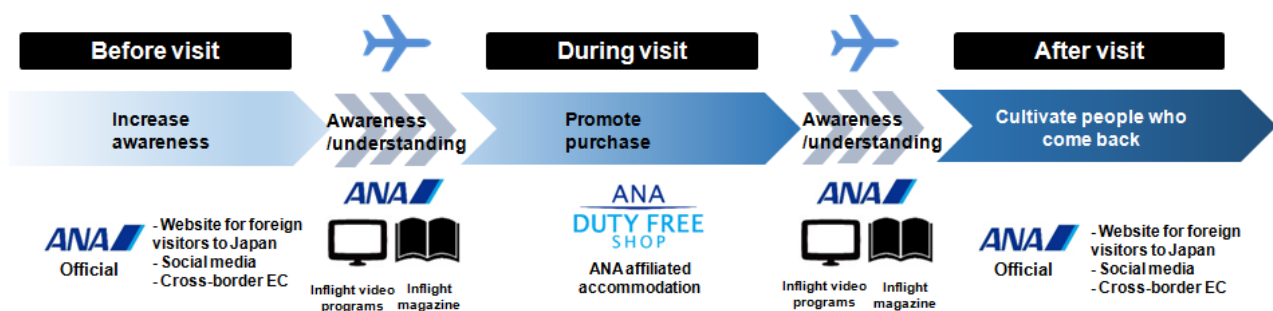
~Launch Promotional Package for Inbound Tourists Utilizing ANA Group's Assets~

Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) collaborated with All Nippon Airways Trading, Co., Ltd. (HQ: Minato-ku, Tokyo; CEO and President: Ken Nishimura; ANA Trading) to support the inbound marketing conducted by domestic company and local government. DG and ANA Trading will launch promotional package utilizing customer points of contact retained by the ANA Group from January 2018.



This project provides a customer journey package for domestic companies and local government who wish to promote overseas and increase inbound consumption. The package uses the wide range of customer contact points* retained online and offline by the ANA Group, and covers not only before and during the visit, but also after the visit.. This efficiently boosts brand awareness within the limited travel window, while also promoting repeat purchases, revisits, and an increase in the number of people who come back.

*Customer points of contact retained by ANA refers to the official website for foreign visitors to Japan, official cross-border electronic commerce (EC), official social media, inflight videos and magazines, duty-free stores, and affiliated accommodation.



As a first step in this measure, a promotional package was created to target the wealthy and upper middle class Chinese tourists who will visit Japan during the Chinese New Year period. With the recent addition of customer points of contact retained by the ANA Group, it is possible to target information at Chinese visitors via Chinese influencers whose followers are interested in Japan, large Chinese social media sites, and consumer review sites. After the first step, DG and ANA Trading plan to launch promotional packages in accordance with the season when the number of inbound tourists increase such as summer vacation period.

NEWS RELEASE

Issues related to inbound measures held by such companies will continue to be solved by fully extrapolating the extensive know-how regarding inbound marketing retained by DG and the brand strength and customer contact points held by the ANA Group. DG will provide solutions to develop inbound business and overseas markets for domestic companies, and reinforce support for rapidly advancing global marketing.

[Contact details]

Digital Garage, Inc., Marketing Technology Segment

Attn: Tanaka and Tsuboi, Public Relations

TEL: 03-6371-1849 / 03-6367-1296

E-mail: dgmt-pr@garage.co.jp