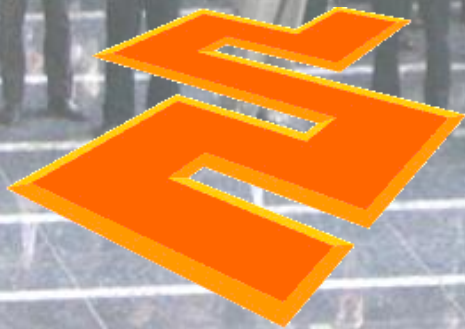


D2C -- Mobile Marketing in Japan



D2 COMMUNICATIONS

**Kuanxun Wu – Manager
International Business Development**

Mobile Monday Tokyo - July 24, 2009

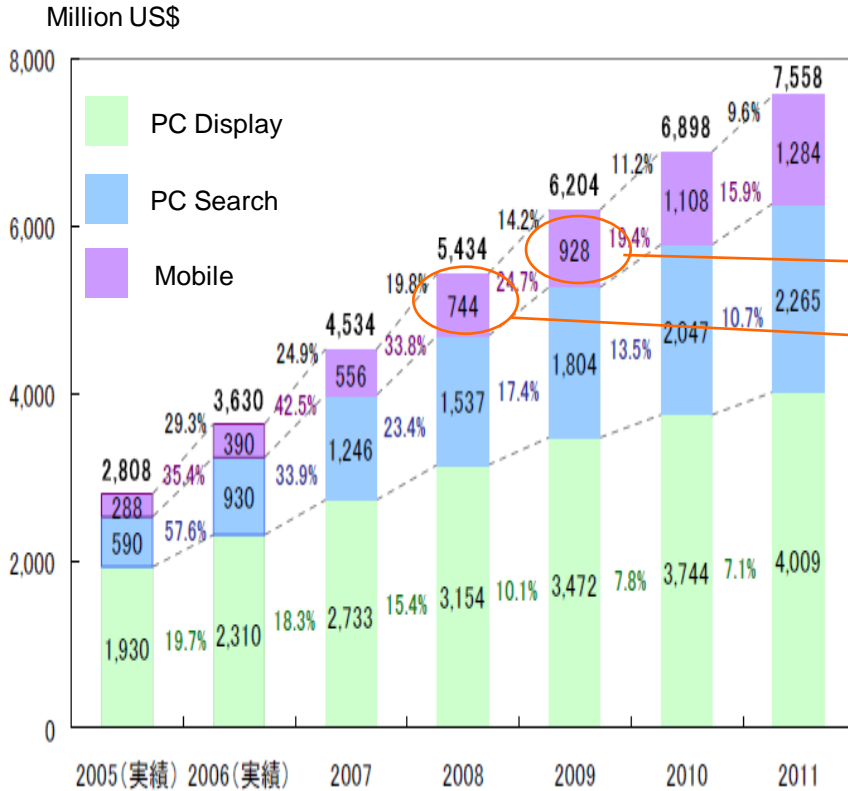
Company Profile

- Company Name : D2 Communications Inc.
- Date of Establishment: June 1st, 2000
- Capital: 980 million yen
- Shareholders: NTT DoCoMo Inc. 51%
- Dentsu Inc. 46%
- NTT Ad Inc. 3%
- CEO: Akihisa Fujita
- Board Member of:
Japan Internet Advertising Association (JIAA)
Mobile Marketing Solution Association (MMSA)

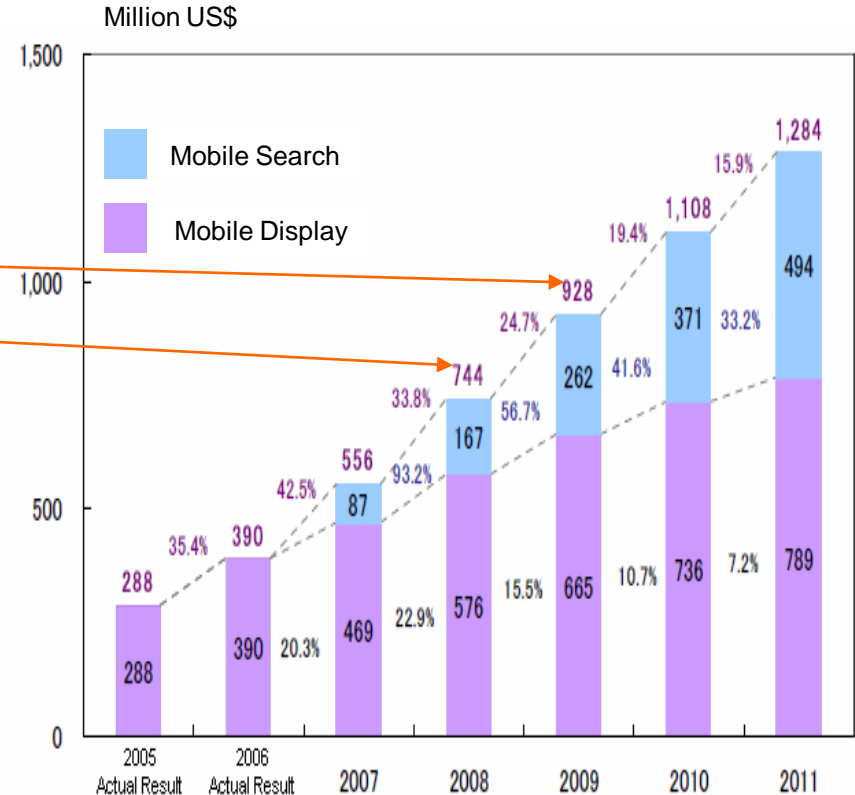


Market size - Online Marketing Size in Japan

1. PC and Mobile



2. Mobile only



SOURCE: DENTSU COMMUNICATION INSTITUTE INC. As of 2007, 4, 16



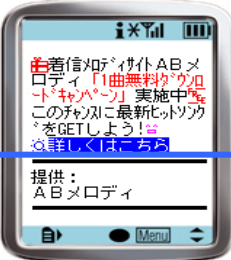

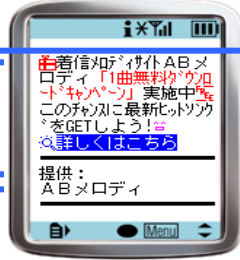



- Mobile ads will grow at 3x previous rate within 5 years.
- Mobile search will grow fastest.

Business Model

- Provide one stop mobile marketing service to customers.



Service Outline

Ad. Media	PULL	PICTURE	
		CONTENTS	
		Application	
		Search	
	PUSH	e-mail	
		Message F	
Solution	Direct Access	Toku No. QR-code	
	Digital Card	ToruCa	

Go to the Sponsor's mobile site

Mobile Media Representation

■ Mobile Ad-network



- Alliances with most major mobile sites
- The largest mobile ad network in Japan
- Reach over 100M Japanese customers

■ Sample



Mobile Ad Media

• Not only representation, but we also provide rich ad media to clients.

■ Picture



■ Application



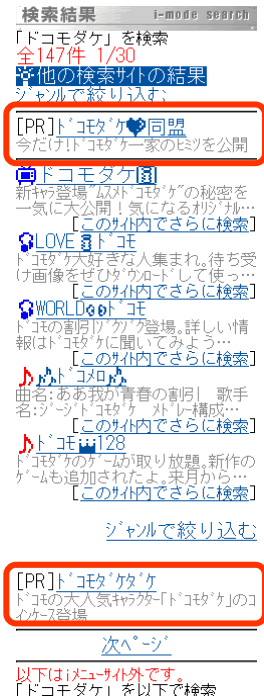
■ Contents tie-up



■ Mail



■ Search



Contribution to the Industry

■ Published Books

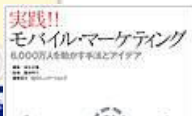
Illustrated Handbook on i-mode Marketing and Advertising



A Prescription for Mobile Marketing



Practical Series: Mobile Marketing



Practical Series: Mobile Marketing and Solutions



Practical Series / Cross Media Marketing



The Mobile Phone Superpower's Mobile Business Handbook



Mobile Marketing

■ Industry Newspaper



■ Mobile Ad Awards



Mobile Ad Awards

- The world's longest-running competition dedicated to mobile advertising, first started in Japan by D2C in 2002 and now extended to include entries from around the globe.



Case of Awards: Nike Japan – Road to be Ronaldinho

WHERE'S THE NEXT?
NIKEFOOTBALL.COM

次のロナウジーニョはどこに?
キミの隣に? いや、キミかもしれない!
NIKEFOOTBALLスペシャルトレーニングメニューを挑戦し、
ロナウジーニョを目指せ! そして、超えろ!

→ スペシャル映像
はこちら!

→ コンテンツの閲覧はこちら

90日間でキミのフットボールが変わる!
テクニックからセンスまで、フットボール力をUPしよう!!

動画コンテスト優勝者は
なんとあのFCバルセロナの
トレーニングキャンプに参加!
まさに「ロナウジーニョへの道」が
いまここに開く!

F.C.B.

Ad-tech Tokyo

- Fujita, president of D2C, is chosen as advisory board member and will be a moderator for the mobile marketing session in the afternoon of Sep 3rd.

The screenshot shows the website for the ad:tech tokyo event. The header includes the event title, dates (2-3 September 2009), and location (The Prince Park Tower Tokyo). A navigation menu on the left lists various cities and dates, with 'tokyo sept' highlighted. The main content area features a 'session detail' for a session on Thursday, September 3, from 1:30pm to 2:25pm, titled 'Adding Mobile to the Mix'. The moderator is Akihisa Fujita, President of D2 Communications Inc. Panelists include Peter Sondergaard (Gartner Research), Olivier Legrand (The Wall Street Journal Digital Network), Hisami Oshiba (JaM Japan Marketing LLC), and Hirohito Ebata (Coca-Cola(Japan)Company,Limited). A sidebar on the right promotes the event's 'full value!' and offers to view sponsors.

THE EVENT FOR DIGITAL MARKETING

ad:tech tokyo

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2-3 SEPTEMBER 2009 | THE PRINCE PARK TOWER TOKYO

HOME

- sydney march
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- san francisco april
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- tokyo sept
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- registration form
- conference schedule
- exhibiting companies
- speakers
- special events
- sponsors/partners
- hotel/travel
- advisory board
- exhibit or sponsor
- london sept
- new york nov
- shanghai nov
- beijing nov
- ad:tech awards
- ad:tech podcasts
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- press room
- contact us

session detail [return to previous page](#)

thursday, september 3, 1:30pm - 2:25pm

Adding Mobile to the Mix

MODERATOR:
[Akihisa Fujita](#), President, D2 Communications Inc.

PANELISTS:
[Peter Sondergaard](#), Senior Vice President, Gartner Research

[Olivier Legrand](#), General Manager, Asia, The Wall Street Journal Digital Network

[Hisami Oshiba](#), CEO, JaM Japan Marketing LLC

[Hirohito Ebata](#), Coca-Cola(Japan)Company,Limited

full value!
The ad:tech conference is 100% editorial content. Speakers are selected on their merit, insight, leadership and ability to share new research and metrics.

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