

## Pheedo and Ask.jp has developed a viral marketing promotion driven by user content with “Feed Powered,” a creative advertisement creation tool utilizing RSS

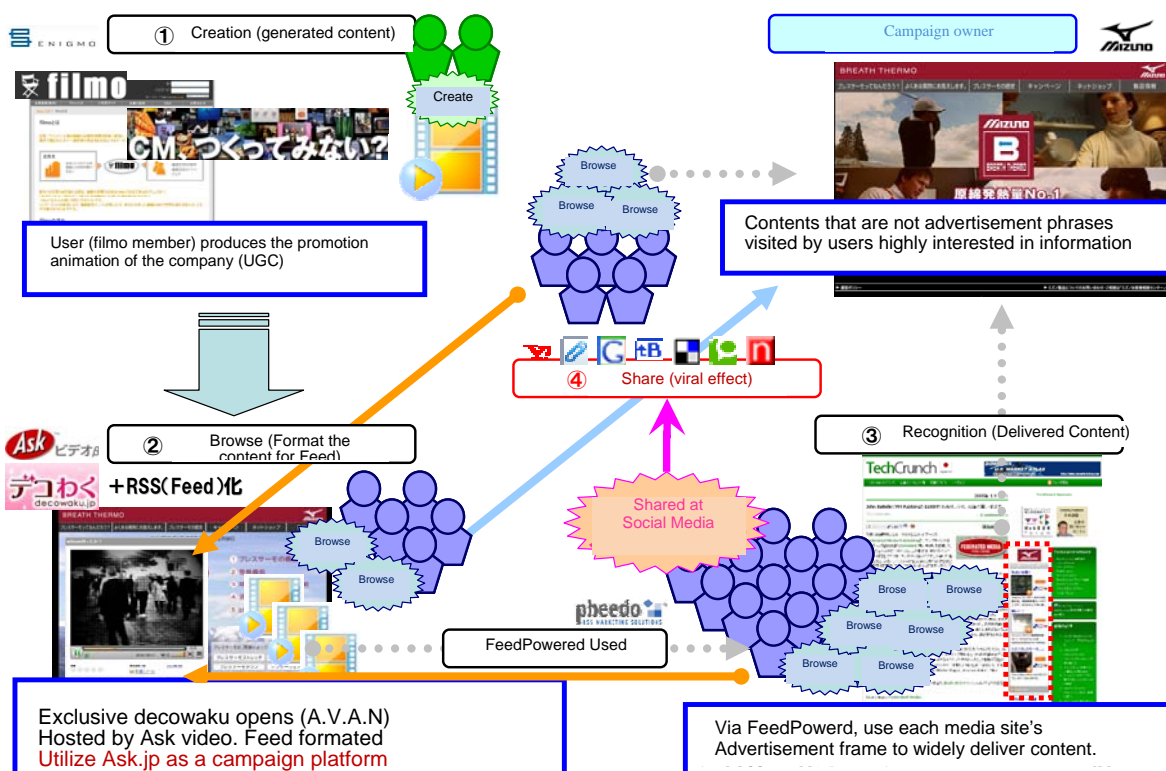
The RSS feed advertisement business brand, Pheedo, developed by transcosmos, Inc., (Headquarters: Shibuya Ward, Tokyo, President and COO: Masataka Okuda, Securities Code: 9715, Hereafter, transcosmos), and Ask.jp Co., Ltd. (Headquarters: Shibuya Ward, Tokyo, President: Kazuyuki Ooe, Hereafter, Ask.jp) will jointly operate a viral marketing promotion driven by “Feed Powered,” a creative advertisement creation tool utilizing RSS.

This project is a viral marketing promotion that utilizes content (its own promotional video) collected from users by Mizuno, Inc., in “filmo” (operating company: ENIGMO, Inc).

### Promotional Method:

1. Video commercial content owned by Mizuno, Inc., (created by user in filmo) is uploaded to “MovieCaster,” which is operated by Ask.jp.
2. The Mizuno, Inc contents that were uploaded to “MovieCaster” are made into RSS feeds.
3. By utilizing “FeedPower,” the contents are delivered as real-time media advertisement spots  
At this time, the only media used to deliver advertisement spots is  
“Tech Crunch Japanese.” <http://jp.techcrunch.com/>

### Flow of process chart



## **Advantages**

- By utilizing Ask.jp as a campaign platform, expansion into image sharing networks such as Blog portal-sites provided by Ask.jp (A.V.A.N. “Ask.jp.Video.Ad. Network”) becomes possible.
- By applying “Feed Powered” to existing advertisement spots of each media site, it becomes possible to quickly deliver content to any desired location.
- Even without a company’s own contents suitable for a marketing promotion, by effectively using high quality user content, it’s possible to create a promotion that will resonate with users.

### **■ What is “Feed Powered”?**

It is a creative advertisement, creation tool that utilizes RSS.

- Since information is distributed into the existing advertisement tag (Advertisement space such as banners) of the advertisement owner, it’s possible to implement without attaching a special tag such as a Widget.
- By changing conventional banner ad spots into more attractive and on-demand content, it becomes possible to improve informational appeal.
- Since every social media API is embedded within in each “Feed Powered“ unit, it’s possible to post content on your favorite Blog or social news site.

### **(About transcosmos inc.)**

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers’ enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out “Marketing Chain Management Company” as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer’s enterprises. (URL : <http://www.trans-cosmos.co.jp>)

### **(About Ask. jp Co., Ltd.)**

Ask. jp Co., Ltd. is the Japanese version of “Ask.com,” which is a search engine operated by IAC Search & Media, that began its search service for consumers in April of 2007. In September of 2005, it released “Fastest Blog Search,” which was specially developed in Japan. The contents of a Blog article that was updated a few seconds earlier is quickly, will be reflected in the search results, so it’s easy to check what is happening in the world. Furthermore, in June of 2006, “Ask Video (<http://video.ask.jp>) was released. This is a CGM service where images shot through cell phones and digital cameras can be submitted and shared for free. For businesses, it is also being used as a PR medium. In June of 2007, employing the celebrity Yuko Ogura, “dekowaku” (<http://decowaku.jp>), a new service for video decoration was announced. In addition, at “Ask Mobile,” there are free services and information, including search services for cell phones, latest news,decomail and media materials (URL: <http://ask.jp>)

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