

AOI Pro. Announces Capital and Business Alliance with Tagpic, One of the Largest Influencer Marketing Companies in Asia

Strengthening Capabilities in the Fields of Video and Influencer Marketing

Tokyo, Japan, July 31, 2018 – Today, AOI Pro. entered into a capital and business alliance with Tagpic, one of the largest influencer marketing companies in Asia. This alliance strengthens AOI Pro. Group’s capabilities to provide new value in branding strategies for clients by utilizing videos and influencer marketing.



Tagpic is the first influencer marketing company in Japan specializing in Instagram PR that makes use of influencers. It promotes networking of influencers in countries including Japan, Taiwan, South Korea, Thailand, Hong Kong, and China. Its network has over 4,000 influencers and is gaining attention as one of the largest influencer platforms in Asia, with a reach of approximately 810 million followers*, and the company has brand PR experience with many major corporations.

AOI Pro. is one of Asia’s top film productions whose business centers on commercial film production. In addition to nearly 1,000 film related productions every year, the AOI Pro. Group is equipped with the resources required for all aspects of film, including planning, direction, production, and 3D graphics, as well as the latest equipment and photography studios.

Increasing numbers of companies are utilizing social media for their video marketing in recent years, and these needs are expected to continue increasing. This capital and business alliance was formed to increase the business of both companies and lead to further growth by combining the film production skills of AOI Pro. with the expertise that Tagpic has in casting and managing influencers, as well as their knowledge in the field of internet video distribution utilizing the PICFEE branding video distribution network.

Tagpic CEO, Ayumi Yasuoka, comments that “Tagpic was established in 2015 aspiring to be an influencer marketing company with an expertise in branding. Our operational territories are mainly Japan and other Asian countries. While business is on the rise, the gradual shift by Instagram to video content platforms has raised some concern. However, by realizing this capital and business alliance with the AOI Pro. Group companies, a top class video production organization in Asia, the three solutions in the social media territory that we have to offer, namely, influencer, video transmission network, and video production will make possible the development of new solutions for brands. With the cooperation from the AOI Pro. Group, our company can become an important partner to brands regarding branding strategies thus furthering business expansion.”

AOI Pro. Managing Officer and Vice President, Hajime Ushioda, comments that “considering how merging Tagpic’s influencer marketing skills, social media, video transmission network knowhow and grasp on branding with AOI Pro.’s creative expertise could generate new business possibilities, we assessed that Tagpic would be an ideal partner. With Tagpic becoming a part of the AOI Pro. Group, we will be able to provide new solutions to our clients’ branding strategies and further our business growth.”

*Influencer follower numbers are totals and include duplicate followers.
(Current as of June, 2018, according to Tagpic)

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About AOI Pro. Inc.

Founded in 1963, AOI Pro. is one of Asia’s top film productions whose business centers on commercial film production. In addition to nearly 1,000 film related productions every year, AOI Pro. has been working on feature films and dramas in recent years. AOI Pro. has a global business department in Tokyo which consists of bilingual staff members who work closely with the SE Asian network of production teams.

<http://www.aoi-pro.com/en/>

About Tagpic Inc.

Tagpic Inc. is the first Japanese PR company specializing in production functions and agency functions for Instagram, and was founded in 2015 by female entrepreneur Ayumi Yasuoka. The company provides corporate clients with services such as the casting of influencers that are active on platforms such as Instagram, YouTube, and Twitter, branding and consulting for Instagram, and operation and sales of branding video distribution networks.

<http://tagpic.jp/>

■Contact for Inquiries

Public Relations Team

TEL: (+81) 3-3779-8006

[Inquiries form] <https://www.aoi-pro.com/en/services/inquiry.cgi>