

# TAM

## Company Introduction 2023



<https://tam-tam.co.jp>

# HELLO, WE ARE TAM



## **As a co-creation partner, we support digital transformation.**

TAM is a Creative Tech Agency that creates value together with its clients.

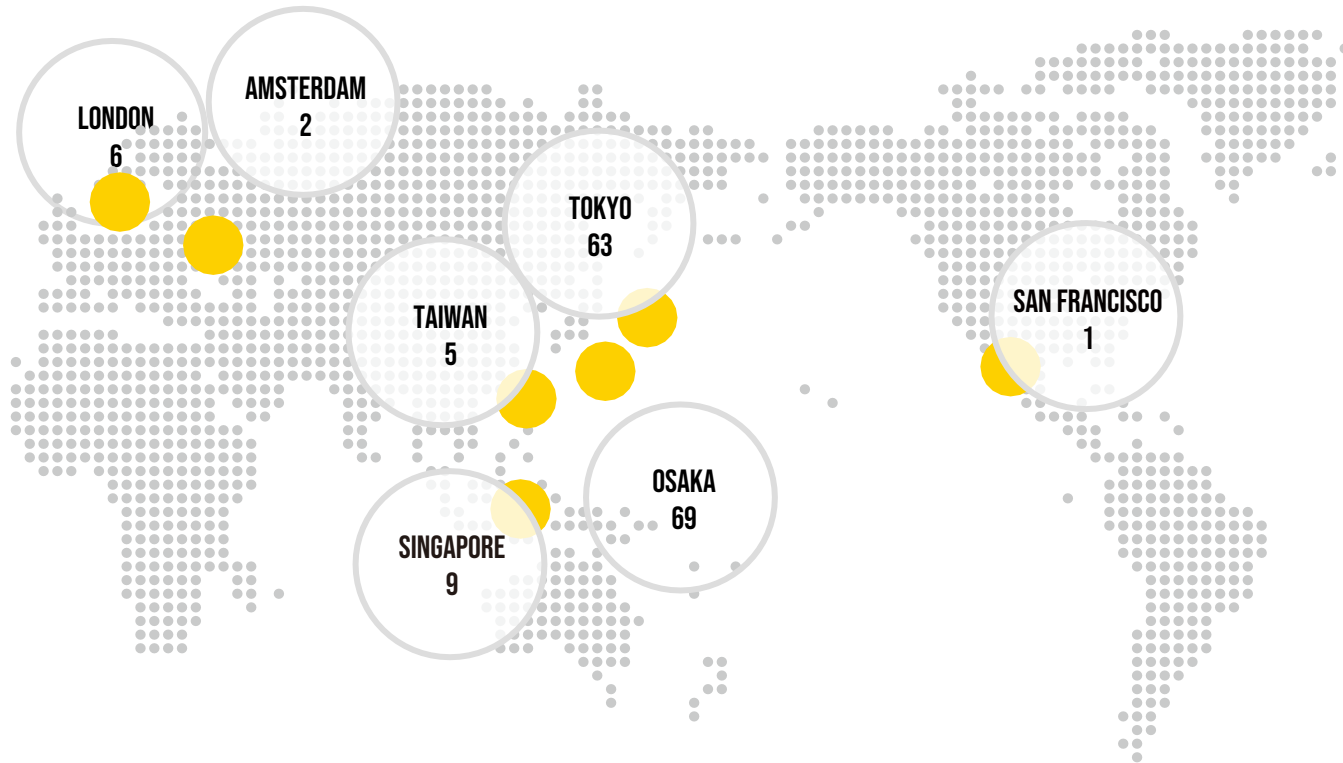
Working with them closely, we co-create new value for their products and services, from production and development to marketing and on-site operations. Together, we transform their offerings into better experiences for their highly digitalized users.

In 2020, the agency's six core teams were incorporated under a 100% TAM investment, and continue to be managed by the TAM Group. Each works seamlessly together under the TAM brand while growing their own specialized services.

The future of TAM is bright and one to look forward to.

# LOCATIONS

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**31<sup>ST</sup> YEAR**      **160 MEMBERS**

# OUR CLIENTS

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We have supported approximately 800 companies, including more than 150 publicly traded companies on a direct contract basis.



# CO-CREATION / STRATEGIC PLANNING

To create a new value, we plan what to do together.

Rather than ordering individual executions to separate production companies or advertising agencies, we think about the strategy first. Co-creation projects are neither commissioned production nor consulting. TAM and the client work together to achieve goals through repeated trial and error.

## Example of co-creation planning

### 1. Market/Competitor Analysis (STP, 3C, 4P)



Determine the strengths and weaknesses of your products/services, and clarify your company's positioning.

### 2. User Interviews



Through surveys and interviews, we gather opinions and identify potential needs.

### 3. Customer Journey



We look for bottlenecks by capturing changes in user behavior and insights.

### 4. Funnel creation - KPI setting



We separate the funnel and set KPIs for each stage.

### 5. Define objectives, goals, and measures



The executions are summarized by the TAM's PGST (Purpose / Goal / Strategy / Tactics) framework.

### 6. Creative Planning



We will produce a creative plan to ensure the delivery of new value.

## Scope of Co-Creation Planning



## Project Examples

### Mizuno Sports Shoes Rebranding

Through user interviews, creative and redefined brand concept emerged.

- Survey of hundreds of people
- In-depth Interviews for deep diving into insights
- Rebuild the brand concept
- Creation of communication scenarios
- Creation of product naming and catchphrases
- Digital creative/promotion plan



# ONLINE ADVERTISING/DESIGN & OPERATION

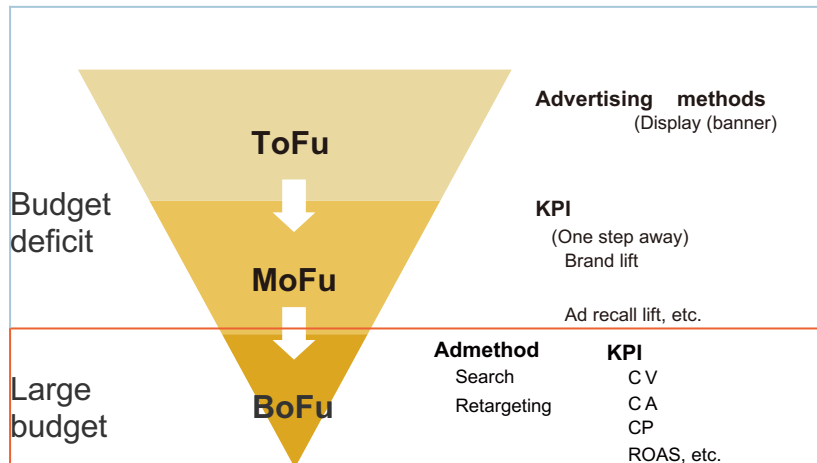
## Operational Advertising Consulting

We identify issues, plan & execute to help improve the following:

- ROAS and CPA results are not what's desired
- Advertising results have decreased
- Lack of internal human resources is affecting operations
- Stalled communications with current agency

### Example of a working menu for co-creation planning

We will work to solve problems of uncoordinated approaches to the awareness, consideration and purchasing stages.



Our digital marketing support and operational advertising consulting focuses on the whole picture. Together, we work to create mechanisms for making sales.

## Case Studies

### FOSSIL

Full-funnel marketing

Influencers

Social media acct. mgmt.

We are involved as a partner in all aspects of digital marketing, beginning with strategy development. We're in charge of a wide range of activities from management and reviewing existing strategies to promotional planning for new product launches.



O2O

Social media acct. mgmt.

Ad operations

We are in charge of designing advertising strategies and campaigns aimed at guiding customers to offline retail stores. This includes social media strategies, media selection, advertising design and operations.



Full-funnel marketing

We measure brand lift and set KPIs in each stage of the funnel, from ToFu through BoFu. Setting KPIs together with the brand allows everyone to be on the same page and pursue common goals.

# DESIGN TECHNOLOGY

For better service design, we support clients with advanced front-end technology.

## PWA / SPA Development

Web service development by React and Vue.js, ongoing modification and operation.

### Case Study

- Job board
- Product order management system
- Voice guidance system
- Web browser game and more



## Jamstack

Build high-performance, Core Web Vitals-enabled websites

### Case Study

- Corporate website
- Subscription service site for BtoC
- Various types of landing page creation and more



## CMS selection, implementation, replacement

Selection and implementation of a CMS that meets operational requirements, including headless CMS

### Case Study

- Corporate website
- Brand sites and many more
- ※ TAM is a microCMS partner
- ※ TAM is a partner of Sixapart, which handles Movable Type



microCMS



# UX/UI PROTOTYPING

## Web service development and digital products

### UX/UI Design

We design services to improve the value of the user experience by extracting issues from user stories, examining measures, and creating UI prototypes.

User  
research

Story  
design

Identify issues,  
consider  
measures

Prototyping

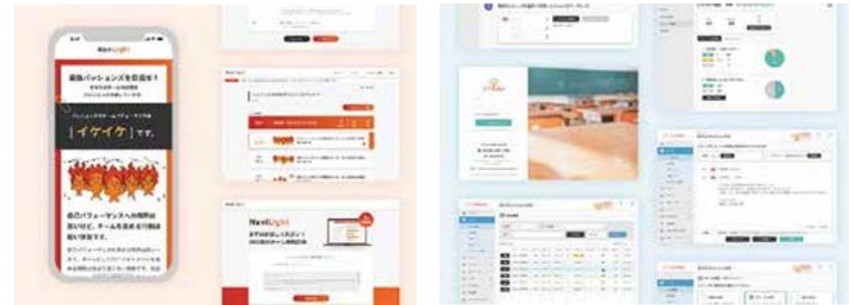


### UI prototyping

We quickly give shape to your ideas. We repeatedly verify and improve the UI prototype we have created, and explore the optimal form for the service.

Improving the value of clients' services, we do story design & UI prototyping.

## Case Study



### Team Diagnosis Service "NaviLight"

Nippon Management Co.

### "Hanshin Anshin Service Tougekou Mimamorume" (School Entrance and Exit log management)

by Mimamorme Inc.

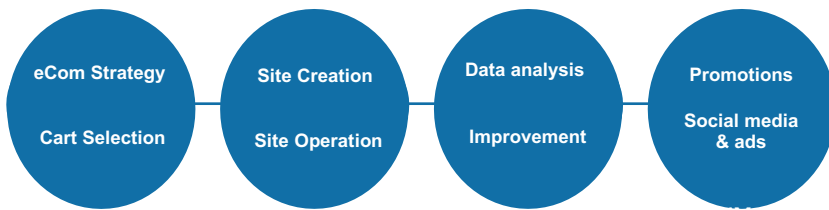
## Other work

- UX/UI design of management application for IoT devices
- UI prototype of management screen for transportation inspection equipment
- Design concept and UI design for reception system
- UI design and system development for a membership site
- UI prototype of a body measurement application
- UI and system development for event application management tool



# EC STRATEGY/CREATION

## Comprehensive eCom support from strategy to operation



Single services are also an option.

## More than 10 different carts can be supported



We create eCommerce sites that continue running with a strategy-based PDCA cycle.

## Brand experience across online and offline

### AOYAMA TRADING Co., Ltd.

Rebranding of rental dress service

#### Concept branding

- Concept planning
- Brand naming
- Logo creation

#### Social media - Advertising - PDCA Operation

- Site data analysis and UI improvement
- Social media planning and operation
- Digital advertising planning and management

#### E-commerce site creation / landing page creation

- Site strategy planning
- eCom site design/coding
- LP and banner creation

#### Store Promotional Materials

- Store display design
- Store card creation



## Wide experience in eCom creation & operation



# MULTI-CLOUD IMPLEMENTATION SUPPORT

## Future-proof multi-cloud design and marketing support

We listen to your business vision, select the best tools for your vision, and design an architecture that takes scalability and feasibility into consideration.



### GA4 • Salesforce • AWS, etc. Multi-cloud design to build media with sales capabilities

For "ARTnews JAPAN" by MAGUS Corporation, we built a flow to visualize behavioral data such as page views, membership registration, and payment completion by integrating GA4, Salesforce, and Heroku. We created a foundation to utilize the data to improve the user experience, not only to give shape to the media, but also to create a system that allows us to head into the operation phase as one team with MAGUS.

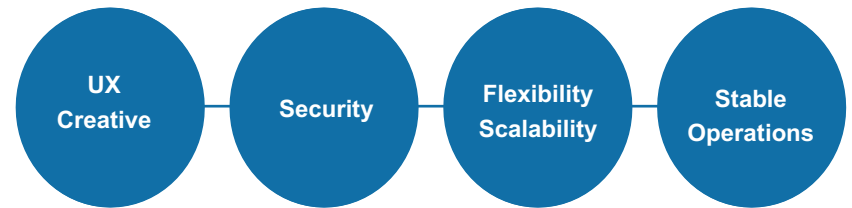


<https://artnewsjapan.com/>

Highly secure and flexible design to support the foundation of your business.

## Everything from UX and creative to secure and stable environments.

We leverage the strengths of the TAM Group to propose system configurations that match the UX and creative strategies, and security policy of the client. We can also provide scalable designs that can withstand high loads and operate stably, an advantage that no system or design company can offer.



### Support UX strategy, high-quality creative, a user flow and KPI design, and operations

The sales website of KDDI Web Communications, Inc., which operates the KDDI Group's dedicated hosting brand CPI, was renewed in September 2010 with a new look and feel, both in terms of visuals and infrastructure. A completely static site that is highly secure and can withstand high loads was built with Jamstack.

A mirrored environment on a rental server was provided by the company as well as an operational system that can be deployed securely and approved internally using WordPress API and GitHub. We also assisted with the UX review, creative strategy using stylescape, and KPI design.



<https://www.cpi.ad.jp/>



# COMMUNICATION - PLANNING

In this digital age, now is the time for real communication strategies that convey your message.

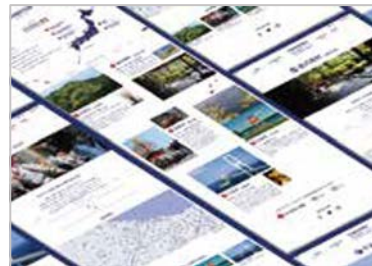
## Branded Content Creation

**We create branded content that promotes products and brands, and enhances the corporate image.**

“Shakaika!” utilizes reporting and planning expertise to plan and produce content that spreads product and brand information while enhancing the corporate image by utilizing The Web, social media, and more.



The Pursuit of Beauty: Artisans and Craftsmen in Japan (by Shiseido)



Tabisuru Market

## Instagram and Facebook planning and operation

We develop strategies, plan and operate Instagram and Facebook that deliver results.



Sekisui House, Ltd.



Find your Yokohama (Yokohama City Culture and Tourism Bureau)

## Event planning and management

Bringing human communication to life that acquires real fans through events and exhibitions that cannot be easily replicated online.



Good Bath Night & Good Bath Festival (Milk Soap Kyoshinsha Co.)



Find your Yokohama Photo Exhibition (Yokohama City Culture and Tourism Bureau)

# INBOUND/OUTBOUND

Digital marketing that reaches the world by combining TAM's expertise with local knowledge.

## TAMSAN Pte. Ltd. (Singapore)



- Tech company based in Singapore that supports the marketing and operations of Asian, Oceania, and Japanese companies with cloud computing.
- Based on highly scalable system design capabilities such as Salesforce and Kintone integration development, there's a proven track record of implementation in many of Singapore's leading RHQ-based companies.

## TAM Taiwan



- Digital marketing support to introduce Taiwanese products and services to the Japanese market, and to introduce Japanese products and services to the Taiwanese market.
- Native Taiwanese staff members actively travel back and forth to serve as a bridge between Taiwan and Japan.

## TAMLO Ltd. London



- Teams of native English and Japanese editors and writers to support the growth of owned media in highly specialized business areas in both English and Japanese.
- Utilization of creative SEO (editorial SEO), transcreation (creative translation) that is not just translation, and social listening to achieve optimal content marketing.

## TAMSTERDAM B.V (Amsterdam)



- Service and UX design implementation based on Dutch and European style design thinking.
- Discovery of issues, hypotheses formulation, verification through prototypes, and proceeding with the project with a clear goal.

# METaverse

FEATURED

Support for corporate use of the Metaverse, from the construction of virtual spaces to the holding of events.

## VR Chat

Produce metaverse events that integrate virtual and offline experiences

Case Study: Tokyo University of Science

Livestream on YouTube. Held with 1,000 real-time viewers.



## Conducting on-site trial sessions

Lectures about the current state of the metaverse for corporate clients and the introduction of corporate VR use cases.



# LINE PROMOTIONAL SUPPORT

FEATURED



## LINE is the largest communication tool in Japan

Messages can be sent to users who have become friends of a store or company's account from the LINE talk screen. LINE's overwhelming reach and 1-to-1 communication features make it possible to efficiently create a deep connection with users.

### Strengths of LINE

- Japan's MAUs is over 92 million, covering about 70% of the population
- The application is used by a wide range of users across gender, occupation, age, etc.
- It has a higher potential reach than other social networks in Japan

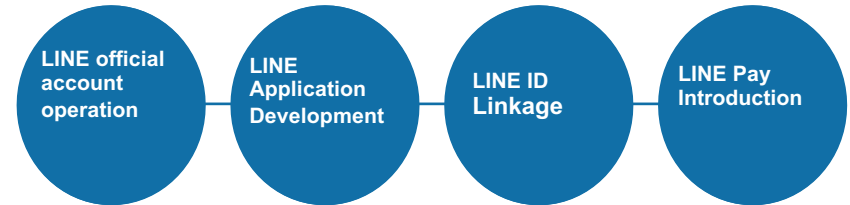


Source: FY10/2022-FY10/2023 Media materials ©LINE

Utilize LINE for OMO, O2O and DTC to increase user engagement and sales

## Promotions help on LINE, Japan's core platform

We support clients' promotional activities as a LINE agency. Our certified "LINE Green Badge" holders accompany and support clients in the utilizing of their official LINE account.



### Support Menu

- New accounts opening
- Develop LIFF application, bot development
- Introduction of LINE Login, LINE Pay
- Rich menu, rich message delivery service
- Creative production including advertisements
- Support for content distribution and nurturing using LINE
- Rules and manuals preparation for LINE operations
- Development of ID integration with existing systems
- Advertisement operation support
- Proposals for utilization and regular meetings

### Examples of Support

We propose new communication between companies and users through LINE app development using Messaging API and LIFF, bots, ID integration and rich message delivery. We build user experiences for the digital age utilizing LINE.

TBS TV



Medical Publishing



Osaka Gas

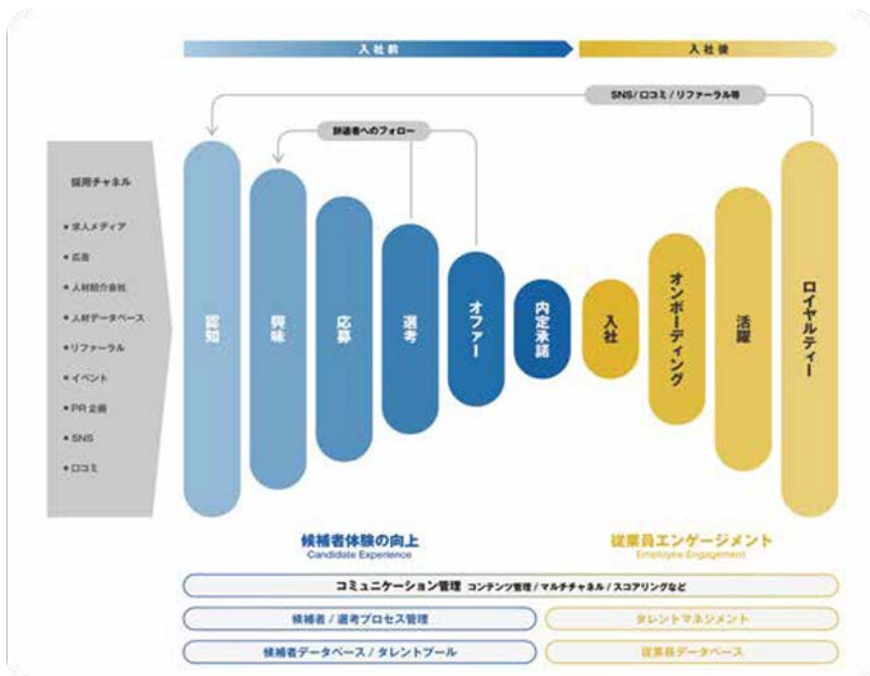


# RECRUITMENT & MARKETING SUPPORT

FEATURED

One-stop support from recruitment marketing strategy development to production

## Recruitment communication design



## Recruitment website and video production

Recruitment marketing is a new way of thinking that incorporates marketing techniques into the recruitment process. We think of recruiting job seekers in terms of a marketing funnel:

*Awareness → Interest → Consideration → Application → Selection → Hiring*

TAM provides one-stop support for these recruitment marketing efforts, including strategic planning, recruitment website production, and recruitment video production.



Adult Factory Tour (Wacoal Corp.)

BUTTERFLY TECHNOLOGY  
(Tamas Co., Ltd.)



## Recruitment and marketing partners

note PRO

Wantedly

## Side projects

*Is it interesting? Does it have a use in the world?*

We will continue to produce such projects.

### しゃかいか!



Web media that introduces and supports Japanese manufacturers through field trips and factory tours.

### えがこう!



Visualization-based communication through drawing for skill acquisition programs.

### TAM COWORKING



Coworking space run by TAM. Study groups and events are held here.



"Tent Sauna Party", a project promoted by TAM's video team.



TAM's VR research and development team introduces corporations to the metaverse ahead of a future where XR will be widely used.

### TIPS NOTE



A technical blog run by TAM's technical team. It provides information on digital marketing policies and web creation.

### 半常駐コネクト

hanjoushuyu connect



A project to support job-seeking mothers returning to work by connecting them with companies who have a shortage of web-capable personnel.

### Okurart



Web platform connecting Japanese illustrators and overseas art directors.



## TAM's Mission

- Provide satisfaction to our clients.
- Raise the next generation.
- Be a company that has a meaning something to society.
- Do work we can make our families proud of.
- Be happy, both in the mind and spirit.

## TAM's Vision

### **Become our clients' number one partner.**

We understand our clients' businesses deeply and make proposals that go one step beyond their expectations.

Continuously develop people with high personal and professional skills who can provide value that can be trusted.

## TAM's Value

### **We create new value with clients.**

We co-create new value of products & services by accompanying clients from production and development to marketing and on-site operations.



## Our History

### **1992**

Started Total Ad Media, Inc. as a sole proprietorship  
(Production of home shopping catalogs, company brochures, posters)

### **1995**

Founded Total Ad Media, Inc.  
Graphic production and Web development

### **2000**

Specialized in Web development business  
Engaged in website development and operation

### **2007**

Company name changed to TAM Inc.  
TAM Tokyo office opened

### **2011**

TAM Coworking Osaka established

### **2012**

TAM Singapore operations begin  
Start of "NEXT20", celebrating our 20th anniversary

### **2014**

TAM Coworking Tokyo opens  
TAM San Francisco opens

### **2016**

TAM London operations begin

### **2017**

TAM Taiwan operations begin

### **2018**

Practice as a co-creation partner (DX)  
Start of TAM Amsterdam operations

### **2020**

Start of group management

### **2021**

Kamireji Corporation begins operations

### **2022**

Started "40th Anniversary Plan"  
Celebrating the 30th anniversary of the company's founding

# Thank you

<https://tam-tam.co.jp>