

# McCANN

## Content Studios

Press Release

### **McCANN WORLDGROUP LAUNCHES NEXT-GENERATION McCANN CONTENT STUDIOS IN JAPAN, PIONEERING THE CUTTING-EDGE OF SOCIAL MEDIA WITH AI**

**TOKYO – 23 JANUARY 2025** - McCann Japan (Representative Director, President: Takashi Aoki, Headquarters: Minato-ku, Tokyo) announced the Japanese launch of McCann Content Studios (MCS), a studio specializing in social content. Conducting deep analysis of social insights, MCS develops strategic approaches that are based on real user feedback and fan behavior data and uses AI to select the most appropriate copy text and visual to optimize engagement for posts. This enables MCS's AI-and-social-media-savvy team to create innovative social media content that resonates with social culture at unprecedented speed and quality, opening up a new era of increased engagement.

#### **CONSTANTLY EVOLVING CONTENT BASED ON SOCIAL INSIGHTS AND CUTTING-EDGE AI ANALYSIS**

MCS has offices in 10 cities around the world (as of January 2025), with its strength lying in its ability to leverage McCann Worldgroup's global network and collaboration with local offices around the world to develop measures that will have immediate impact in a wide range of markets. Going beyond simply creating social content, MCS actively shares information among its local offices, incorporating the latest AI tools from around the world and quickly identifying local and global trends to create strategic content.

For example, world-leading audience intelligence platforms such as Pulsar are used in combination with a wealth of data sets to provide social insights tailored to client needs. In addition, MCS conducts brand analysis to identify communication styles that are most appropriate for the target market, and through collaboration with local and global influencers, develops measures that achieve immediate and high-impact results. Furthermore, AI is used to analyze and select copy texts and visuals that will maximize engagement for posts. In this way,

optimized content and cutting-edge tools and know-how are used to support the success of clients.

#### SERVICE MENU

- Social Strategy & Insight Analysis: Designing social strategies that reflect real-time online culture and trends
- Social Content & Video Production: Producing social content that is tailored to the target market and in line with local culture
- Influencer Management: Working with social influencers to maximize influence
- Community Management: Focusing on each local community individually to foster engagement
- Performance Analysis & Optimization: Conducting deep analysis of social performance and leveraging data to optimize content

#### SOCIAL STRATEGIES OPTIMIZED FOR THE JAPANESE MARKET AND OPENING UP POTENTIAL IN GLOBAL MARKETS

Recognized as a Meta Certified Company, McCann Worldgroup has more than 10 creative strategists with the highest level of qualifications. Working together with MCS, they support the development of strategies and creation of content that are in line with Japan's unique social media culture to help bring global-to-local and local-to-global success to clients.

“Building and maintaining a strong brand platform means that it needs to be both enduring and agile. When that is combined with global perspective and knowledge, local cultural impact, and power to implement through technology, then you get content solutions that are effective for today’s business. With the launch of MCS, I am excited that we can further accumulate expertise and provide even faster social media solutions to our clients. MCS has already started to offer its services to both global and domestic brands, and we intend to scale up quickly so that it can respond to the needs of projects already in the pipeline and many other needs of the market,” said Takashi Aoki, Representative Director, President, McCann Japan.

In the ever-evolving world of social media, MCS provides innovative solutions that are powered by next-generation AI, combining its local and global strengths to serve as a partner that helps brands achieve sustainable success in the market.

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**About McCann Worldgroup**

McCann Worldgroup, part of the Interpublic Group (NYSE: IPG), is a leading global creative solutions company. The company is united across 100+ countries by a mission to build enduring brands together. McCann Worldgroup was named Network for the Year by the Andys in 2024 and Network of the Year by the EPICA Awards for the sixth time. The core McCann Worldgroup network is comprised of McCann, MRM, CRAFT, and FutureBrand, and partners with Momentum Worldwide, Weber Shandwick and UM to deliver solutions across the entire marketing spectrum. In Japan, McCann Worldgroup is the leading foreign group having worked with global and Japanese clients since its establishment at the end of 1960. <http://www.mccannwg.co.jp/>

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