

## **Cross Marketing form Alliance with Centan Inc. to Deliver New, Enhanced Neuromarketing Service**

~Using Brain Waves in Marketing Research~

Tokyo, Japan 21 January, 2015– Cross Marketing Inc, a subsidiary of Tokyo based Cross Marketing Group, has this month announced a business alliance with marketing consultancy Centan Inc. Together the two businesses will bring to market an enhanced neuromarketing service.

Until now, Cross Marketing has been supporting clients by conducting in-depth interviews to gain insight into the psyche of their consumers. The team is dedicated to “uncovering the consumer subconscious,” and the decision to strengthen their offering through the introduction of a neuromarketing, service reflects this.

Centan Inc. is known for its marketing consulting services, based on cognitive neuroscience and neuroscience in general. Centan helps companies to measure and enhance the effectiveness of their television commercials by comparing accumulated data with the theta brain waves of viewers of the commercials, which allows them to pinpoint areas for improvement.

The new neuromarketing offer will combine Cross Marketing’s market research capabilities with Centan Inc’s unique technology and expertise surrounding neuroscience and brain waves.

Through this business alliance, and with the addition of neuromarketing in their service line-up, Cross Marketing is now able to further uncover the truths hidden deep within the consumer subconscious.

Takanobu Tanaka, CEO of Centan Inc., stated, “Centan is a technology/research venture in Japan that consists of a group of psychology and neuroscience specialists. I am excited about this business alliance with Cross Marketing, as it is an opportunity for more companies to take advantage of the technologies and methodologies that Centan has to offer.”

Yukihiko Okuyama, General Manager of Cross Marketings Promotional Strategy and Marketing Department, commented that, “forming this partnership with Centan is not an effort to simply add another offer to Cross Marketings service line-up, it also marks our companys challenge in a totally new research domain. I believe that, by adding further flexibility to the solutions that we can offer in response to the ever-changing needs of our clients, this partnership will help to enhance the overall service our clients receive. The alliance with Centan is something that Cross Marketing cannot do without as we increasingly become the marketing partners of our clients.”

**【Company Overview】**

Business Name: Centan Inc.  
Representative: Takanobu Tanaka, CEO  
Place of Business: Chiyoda-ku, Tokyo  
Established: May 2010  
Main Business: Marketing consulting based on neuroscience  
URL: <http://www.centan.jp/>

Business Name: Cross Marketing Inc.  
Representative: Miki Igarashi, CEO  
Place of Business: 3-20-2 Nishishinjuku, Shinjuku-ku, Tokyo  
Established: April 1, 2003  
Main Business: Marketing research  
URL: <http://www.cross-m.co.jp>

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