

ゼクシィ遊愛

December 17, 2015
Recruit Marketing Partners Co., Ltd.

Information on Pre-wedding photo shoots in Japan aimed at overseas couples "ゼクシィ遊愛 (Zexy You I) " Inbound Service Starting today for couples from Taiwan and Hong Kong!

On December 17, the Zexy bridal information magazine planned and produced by Recruit Marketing Partners Co., Ltd. (headquarters: Chuo-ku, Tokyo; president and representative director: Fumihiro Yamaguchi) will release "ゼクシィ遊愛 (Zexy You I) ", a website for searching for wedding ceremony and reception services, focusing on popular pre-wedding photo shoot services in Japan and targeted at couples in Taiwan and Hong Kong.

■ Inbound Service: Background

In Japan, the number of couples getting married is predicted to fall from 650,000 in 2013 to 590,000 in 2020^{(*)1}, caused by the impact of the declining birthrate and aging population. This has no small impact on the bridal market. That said, the number of tourists visiting Japan continues to grow. The Japanese government's goal is to increase this number from 10 million visitors in 2013 to 20 million visitors in 2020^{(*)2}. In 2014, more than 5,000 couples from outside of Japan (particularly from Taiwan and Hong Kong) have come to Japan to do a pre-wedding photo shoot. It is anticipated that this number will increase, along with the rise in foreign visitors to Japan.

Couples overseas have given us their opinions, such as that there are no services with information on holding pre-wedding photo shoots or weddings in Japan; that it's hard to understand how to set up such occasions; that they want to compare and research the details and prices; or that they're afraid that they won't be able to make their requests understood while they're here. Meanwhile, clients in Japan are definitely interested in obtaining more inbound service; but the current situation is that they are unable to really put their fantastic contents to work in this respect, for reasons such as not understanding the needs of overseas couples, or the perceived difficulties in adapting to multiple languages. With this, Zexy is introducing a bridal service in Japan for couples from overseas, with the aim of expanding demand in the Japanese bridal market.

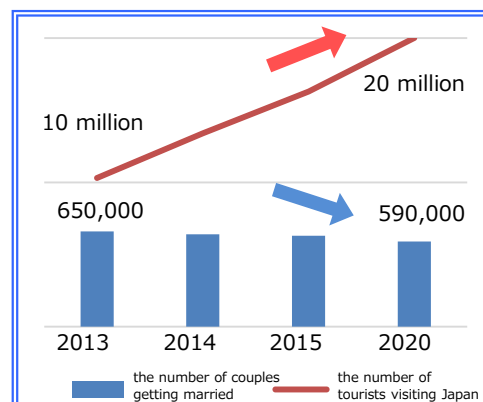


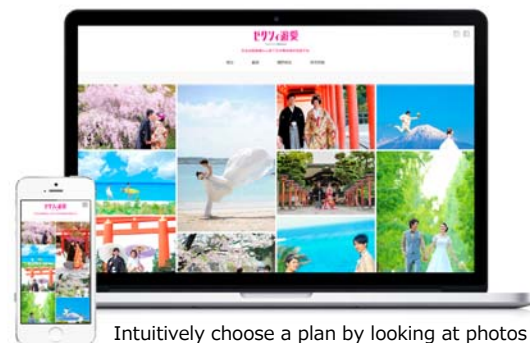
Photo: Decolte Corporation

■ Service Overview

- Period of marketing: Thursday, Dec 17, 2015 through Thursday, March 31, 2016
- Service name: "ゼクシィ遊愛 (Zexy You I) "
- The "You (遊)" means "travel" and "I (愛)" means "love" in Chinese. The phrase "You I (遊愛)" expresses the feeling of traveling to Japan for a pre-wedding photo shoot, being "the travels with love of you and I".
- URL: <http://zexy-youi.com>
- Language: Chinese (Traditional)
- Usage fees: Free
- Devices supported: Web browsers on PCs, smartphones, and tablets
- Target: couples in Taiwan and Hong Kong
- Contents offered: photo gallery, introduction to wedding photography plan, experience report and more

During the marketing period, Japanese clients that are currently handling inbound customers will participate. For future expansion, we intend to offer a wide range of information regarding wedding ceremonies and receptions in addition to pre-wedding photo shoots. We also intend to expand our targets to China and other countries and regions. We will also develop business in new markets, while taking on the needs of anniversary dress-up photo shoots ("Remind wedding"), which are gaining great popularity in South Korea.

We will continue to study how to further support the translation and interpretation into different language using our proprietary technologies, as well as how to optimize our methods of drawing in customers from the global field, in cooperation with Recruit Communications Co., Ltd. (headquarters: Chuo-ku, Tokyo; president and representative director: Atsushi Shimizu).



Intuitively choose a plan by looking at photos

(*)1 Source: "Forecast for the Number of Married Couples" (Recruit Bridal Soken 2015)

(*)2 Source: "2015 Action Program toward the Realization of Japan as a Tourism-Oriented Country", Japan Tourism Agency

From here on, Recruit Marketing Partners aims to deliver "Opportunities for Life" for each and every customer.

Inquiries regarding Recruit Marketing Partners Co., Ltd.
https://www.recruit-mp.co.jp/support/press_inquiry/