

## Community Contribution Initiatives by Group Companies

### Signing an Agreement for a Local Revitalization Entrepreneurship Program (SoldOut)

#### Rediscovering Local Treasures through Collaboration with Local Governments and Companies

Since its establishment, SoldOut, Inc., has been on a mission to “make Japan a country where small- and medium-sized businesses and startups can flourish.” SoldOut has been supporting such companies nationwide in the areas of digital marketing, software, media production/operation, and DX, based on an understanding of their challenges and unique qualities.

In 2021, SoldOut entered into a “Local Revitalization Entrepreneurship Program” agreement with the city of Kamaishi, Iwate Prefecture. This program, established by Japan’s Ministry of Internal Affairs and Communications, allows employees of private companies in the country’s three major metropolitan areas to be seconded to local governments for a certain period of time, where they contribute their expertise and experience to regional revitalization efforts. SoldOut has dispatched employees to the cities of Kamaishi, Iwate Prefecture, and Unnan, Shimane Prefecture, as part of this program.

To the city of Kamaishi, SoldOut dispatched Aoi Ikeido, a strategic planner who has been involved in the formulation of mission statements for various other companies as well as its own. Based on her track record and experience in launching new PR services within SoldOut, she is supporting Kamaishi’s city promotion efforts and assisting with marketing for local food companies. By taking a fresh look at the region, we aim to rediscover its treasures and promote industrial development through exchanges between visitors to Kamaishi and its residents.

Details ▶ [WEB Local Revitalization Entrepreneurship Program \(Japanese only\)](#)

#### Interview



#### Aoi Ikeido

Senior Researcher  
Kamaishi City Local Economy  
Revitalization  
Strategic Planner  
SoldOut

I was responsible for redefining the tourism concept and overseeing the production of city hall’s website and leaflets. Most recently, I launched an e-commerce site for processed fish products and have been working to expand the business. Kamaishi is an open-minded community that welcomes external talent, providing a foundation for information-sharing through local networks and external talent communities. Although I was initially anxious about living alone in a rural area, I have had opportunities to go fishing in the morning with the locals and have been enjoying a life that appreciates the blessings of nature. Through these interactions, I have come to see the complexity of individuals, shifting my perspective from “rural area = a collective of people” to “rural area = a gathering of diverse individuals.” I approach my work with the mindset of ensuring that each individual receives attentive service.

### FULL SWAN CUP (DAC)

#### Cultivating Future Digital Marketing Talent in Niigata

Since establishing its office in Niigata Prefecture in 2019, D.A.Consortium Inc. (DAC) has been dedicated to nurturing digital marketing talent in Niigata with the support of the prefectural and city governments, as well as educational institutions. In February 2023, we signed a contract as the digital marketing partner of professional soccer club Albirex Niigata, and in July, we jointly held a marketing contest called FULL SWAN CUP, targeting students with the theme of “filling the Denka Big Swan Stadium\* to capacity.” We aim to engage and involve the younger generation, who will shape the future, in digital marketing through region-specific themes. Students who participated in the contest expressed their feedback. They mentioned having gained valuable experience in utilizing their own abilities and knowledge, working hard with fellow participants, and having the opportunity to challenge themselves in authentic marketing implementation, including planning and bouncing ideas off others. Others mentioned that their interest in marketing and their attachment to Niigata had deepened as a result of their participation. We believe the contest helped to foster digital marketing talent rooted in Niigata.

Going forward, under the mission of “empowering the digital future,” we will continue striving to develop human resources and provide an environment in which they can play an active role.

\* The home stadium of Albirex Niigata

Details ▶ [WEB FULL SWAN CUP 2023 \(Japanese only\)](#)

