Press Release

October 2, 2025
VECTOR INC.

Launch of the “Short Video Reporting Team” Communication Plan Supporting Information Discovery on TikTok, Reels, and YouTube Shorts

Free Coverage Campaign for the First 10 Companies

https://tategatashuzaihan.com/ (in Japanese only)

VECTOR INC. (Headquarters: Minato-ku, Tokyo; Representative Director, Chairman, and CEO: Keiji Nishie; TSE Prime market: 6058; hereafter, “VECTOR”) announces the launch of a new communication plan utilizing the “Short Video Reporting Team,” a proprietary short video media network comprising SNS accounts covering a wide range of genres, including beauty, trends, and lifestyle/out-and-about content. This plan provides end-to-end PR support—from coverage to distribution—guaranteeing reach through multiple affiliated accounts while delivering the latest information on companies and brands.



In recent years, the way people discover information has rapidly shifted from searches and follows to recommended videos on platforms such as TikTok, Instagram, and YouTube. Regardless of follower count, videos that resonate with viewers can spread instantly, leading to product sellouts or long customer lines. Short videos have now become a critical touchpoint in marketing.

In response to this trend, the “Short Video Reporting Team” delivers brand and service information quickly and at scale, leveraging social media’s diffusion algorithms to create trends and generate buzz.

■Overview of the “Short Video Reporting Team” Communication Plan

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In the Short Video Reporting Team service, creators and reporters operating social media accounts across diverse genres—including beauty, trends, and out-and-about moments—within VECTOR’s proprietary short video media network will cover and deliver the latest information on companies and brands through short videos. The service enables simultaneous diffusion across multiple media and targeted promotion, leveraging the unique characteristics of each account. With guaranteed reach ensuring reliable amplification and the speed to achieve same-day posting at the earliest, the service supports companies in enhancing recognition on social media. To mark the launch of the service, VECTOR will also conduct a special campaign offering free coverage and distribution to the first 10 companies.

■ **Pricing Plans**



- **Limited Campaign for the First 10 Companies**
  Free / 1 media coverage
- **Standard Plans**
  ¥200,000 / 5 media coverage : Guaranteed reach of 100,000 / simultaneous exposure across 5 media for efficient information dissemination
  ¥350,000 / 10 media coverage : Guaranteed reach of 200,000 / aim to reliably generate buzz with 10 media
  ¥1,500,000 / 20 media coverage : Guaranteed reach of 1,000,000 /across 20 media outlets to rapidly amplify your product

■ **Expected Use Cases of Short Video Reporting Team**

- **New store openings**
  Food and out-and-about media introduce the store's concept and signature menu items through video, enhancing customer willingness to visit.
- **Beauty experience reviews**
  Beauty media create videos showcasing treatments and service experiences, fostering reassurance and trust.
- **Press conferences and media events**
  Trend-focused media distribute videos capturing the event, effectively conveying key messages.

Going forward, the VECTOR Group will continue to expand PR services utilizing short videos, delivering brand information faster and wider to contribute to the business growth of its clients.

■ **Contact Information**

For inquiries regarding details or other questions, please feel free to contact us at the following. A representative will respond to your inquiry personally.
Short Video Reporting Team support
Email: shortdouga_shuzaihan@vectorinc.co.jp

Overview of VECTOR INC.

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Established:	March 30, 1993
Representative:	Keiji Nishie
Share capital:	¥3,038 million (as of February 28, 2025)
Business description:	PR services, press release distribution, video release distribution, direct marketing, media services, HRTech business, digital marketing, startup investment business, and others
URL:	https://vectorinc.co.jp/en

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