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For Media Attention

NHN Japan Corporation

Introduction of ‘LINE Official Accounts’ for Businesses Enterprises

LINE – The Free Calling and Messaging App

NHN Japan Corporation announces the introduction of ‘LINE Official Accounts’ aimed for business enterprises, for its free calling and free messaging app ‘LINE’ (<http://line.naver.jp/>).

‘LINE Official Account’ is a feature which allows businesses to send messages directly to LINE users who have added their account as a ‘friend’. Up until now, NHN Japan has introduced Official Accounts featuring famous Japanese celebrities including that of Becky, and GACKT etc. as well as automatically-programmed BOT accounts that provide useful information and translation services. On this occasion, NHN Japan stated that they were very excited to announce the introduction of ‘LINE Official Accounts’ for business enterprises.

So far, businesses participating include Coca-Cola (Japan) Company Ltd., Lawson, Inc., ZENSHO Holdings Co., Ltd., and Nippon Television Network Corporation. By adding these accounts as friends, LINE users are able to receive information on special promotions, coupons, as well as the latest updates on TV programs.

These Official Accounts enable business enterprises to reach LINE’s 40 million users around the world wherever they are. As a smartphone is always connected and on the users person, businesses now have a chance of directly reaching their customers in real-time. This contrasts with other services such as Twitter and Facebook where users mainly follow timelines for sent information. Instead, this new service from LINE alerts the users instantly through push notifications, meaning that businesses can expect a high number of users viewing their messages.

LINE’s stickers come into play.

In addition to the above, companies can develop the users’ attraction and sense of closeness towards their business image by using their original ‘Business Stickers’ featuring their logo/characters whilst communicating to the users.

NHN Japan has stated that while promoting LINE as a global communications app and increasing the number of new users, they will also continue to push forth the development of LINE’s platform integration, as well as increasing its overall revenue.

■ Companies providing a 'LINE Official Account'



Coca-Cola (Japan) Company Ltd. - 'Official Account Supporting the Olympic Games' (LINE ID:#cocacolajapan)
This account will provide LINE users with information on various topics/special offers/events etc. on the London Olympics. As a Worldwide Partner of the Olympic Games the company marks the event as one of its most important activities of the year 2012. Coca Cola has stated that they will release their original stickers in the near future.



Lawson, Inc. - 'Lawson Official Account' (LINE ID: #lawson)
Famous for its nationwide chain of convenience stores, Lawson and its character Akiko will notify LINE users about information on new and limited edition products as well as money-saving coupons.



ZENSHO Holdings Co., Ltd. - 'Sukiya Official Account' (LINE ID: #sukiya)
With Sukiya's menu centered upon 'Gyudon' or beef bowls, this account will notify users of new menu selections as well as coupons offering free toppings and other money-saving information.



Nippon Television Network Corporation - 'ZIP! Official Account' (LINE ID: #ziptv)
'ZIP!' the morning entertainment show arrives on LINE. This account features recipes from MOCO's Kitchen, courtesy of the presenter Mokomichi Hayami, as well as updates on ZIPPEI's travels.



Nippon Television Network Corporation - 'Music Lovers Official Account' (LINE ID: #musiclovers)
'Music Lovers' is a music program featuring many famous artists. Here, users can have a look at exciting backstage footage and photos.

■ About 'LINE Official Accounts' for Business Enterprises

Cost: Initial Fee of 2 million yen, monthly fee from 1.5 million yen.

Business Stickers: 10 million yen.

For more information on LINE Official Accounts for business enterprises, companies can get in touch with NHN Japan from this URL: <https://ssl.livedoor.com/corp/inquiry/ads/>

About NHN Japan Corporation

NHN Japan is the local affiliate of Korea's premier Internet company, NHN Corporation. NHN Japan is headquartered in Shinagawa, Tokyo, with Akira Morikawa as CEO.

Source: NHN Japan Corporation