

July 10, 2025
VECTOR INC.

AvaMo AI Talent Video Generation Service Launch of AI Talent-Managed Advertising

A new advertising approach that enables the fastest PDCA cycle for video ads

VECTOR INC. (Headquarters: Minato-ku, Tokyo; Representative Director, Chairman, and CEO: Keiji Nishie; TSE Prime market: 6058; hereafter, “VECTOR”) announces that its subsidiary Offshore Company Inc. (Headquarters: Minato-ku, Tokyo; Representative Director: Kenta Noro; hereafter, “Offshore Company”) will launch Japan’s first¹. AI talent (AI-generated public figures) video generation service, AvaMo. Through this service, Offshore Company will begin offering AI talent-managed advertising², fundamentally transforming the traditional process of creating video advertising using talent. This marks the emergence of a new market in Japan: AI talent-managed advertising.



Traditional advertising production has involved a fragmented process—planning, casting, filming, editing, delivery, and performance analysis—resulting in an inefficient structure where improving creative output requires significant cost and time. AvaMo introduces an entirely new advertising operations model that enables rapid Plan–Do–Check–Act (PDCA) cycles for video ads using AI talent.

■ Background of the Advertising Market: Video Creatives Enter the Era of Managed Advertising

In 2024, Japan’s video advertising market is projected to reach ¥843.9 billion, a 23% increase from the previous year, accounting for 28.5% of total internet advertising expenditure³. In particular, vertical video ads for smartphones are rapidly increasing, with the mobile video market—centered on platforms such as TikTok and

¹ As of April 2025, according to VECTOR research. Based on an online survey of 10 leading video generation AI services selected by VECTOR, this is the first commercial video generation service to fully support Japanese UI, Japanese avatars, and Japanese audio.

² “AI talent-managed advertising” refers to an advertising production method where advertisers themselves can complete everything from script creation and editing to video generation using AI talent. Its key feature lies in leveraging AI talent to eliminate complex processes involved in traditional video production, such as filming and scheduling, enabling advertisers to quickly produce multiple video variations entirely in-house. This system is not just about generating AI talent, but also about shifting the production to the advertisers themselves, who can independently create AI talent videos. As of July 2025, no other major domestic AI service has been confirmed to offer a similar model systematically (according to VECTOR research).

³ Source: 2024 Advertising Expenditures in Japan: Detailed Analysis of Expenditures on Internet Advertising Media

Instagram Reels—projected to account for 83% of ad revenue via mobile by 2029⁴. However, according to a specialized marketing website, approximately 65% of viewers decide to skip ads within the first three seconds⁵, and the traditional advertising production process using talent—which requires weeks to months for improvements—falls short of meeting the market’s demand for rapid plan-do-check-act (PDCA) cycles.

Defining AI Talent-Managed Advertising: A New Market Opportunity

AvaMo features AI talent that realistically replicate facial expressions and movements, purpose-specific templates, and a text-to-speech (TTS) function that instantly generates narration from text. These capabilities enable users unfamiliar with video production to reduce production time and costs by up to 98%⁶, achieving significant operational efficiency. The AI talent-managed advertising service utilizing the features of AvaMo allows advertisers to freely use AI talent as their own advertising materials. Lines and facial expressions are automatically generated from the script, eliminating the need for filming or outsourcing as in traditional video ad production, and allowing advertisers to complete multiple videos within a matter of hours. Furthermore, by instantly distributing multiple completed videos and continuously improving them through performance analysis, creative optimization can be achieved at an overwhelmingly faster pace than traditional advertising operations. Additionally, the AI talent used in AvaMo is developed and managed in-house, ensuring a robust legal and compliance framework that covers portrait rights, copyrights, and other necessary permissions. We provide an environment that enables companies to operate with confidence over the long term, and moving forward, we will also support the development and customization of AI talent tailored to each company.

Through these operations, video ads transform from a “create and forget” approach into “operational assets that continuously improve and evolve,” enabling advertisers to take the lead in maximizing CTR⁷ and CVR⁸.

What  AvaMo can do

Generate multiple video version at once



Generate in bulk and deploy instantly to social media



Redistribute only the high-performing versions



Comparison to conventional ads

Challenges	 AvaMo	Traditional advertising
Reshoot cost	Video replacement generated within minutes	Hundreds of thousands of yen plus scheduling coordination required
Editing workload	Fully managed through the user interface	Requires editing studio
Ease of in-house operation	Can also be managed by PR and sales teams	Assumes outsourcing to production companies

⁴ Publift’s *93 Essential In-App Advertising Statistics to Know in 2025*

⁵ Source: MARKETING ESSENTIALS LAB’s *The Three Second Social Media Rule*

⁶ VECTOR estimate: Comparison between traditional 30-second video production (12 hours / approximately ¥120,000) and video generation using AvaMo (15 minutes / approximately ¥2,400) as of April 2025.

⁷ Click-through rate: The percentage of times an ad is clicked relative to the number of times it is shown to users.

⁸ Conversion rate: A metric indicating the percentage of users who, after clicking an ad, complete a desired action such as making a purchase or requesting information (a “conversion”).

Key points:

- Mass production of variant videos through script changes (dozens to hundreds of videos)
- Generation of dozens of creative variants beyond standard A/B testing, with same-day distribution
- Enables verification of winning patterns for high-conversion-rate videos

■ Overview of the AvaMo AI Talent-Managed Advertising Plan

- Service launch date: Thursday, July 10, 2025
- Pricing structure: Advertising placement fees + AvaMo usage fees + advertising management fees
- Service website: [https://vectorinc.co.jp/groupservice/avimo](https://vectorinc.co.jp/groupservice/avamo) (in Japanese only)

Comprehensive support from video creative production to advertising management and performance measurement

The new AI talent-managed advertising plan offers expert team support not only for video generation with AvaMo but also for advertising management and performance measurement throughout the project.

For performance measurement, the service enables key performance indicator (KPI) visualization using the ad management dashboard, improvements in CVR and bounce rates based on website behavior data, and profitability evaluation considering return on advertising spend (ROAS)⁹ and lifetime value (LTV)¹⁰. Furthermore, AvaMo assigns the most suitable creators in line with the purpose, ranging from short direct-response videos to brand-focused expressions. It analyzes performance of advertising operations and generates the most effective videos accordingly. The new AI talent-managed advertising plan supports maximizing results through both video creative production and advertising management.

The VECTOR Group will continue to develop innovative services, such as AvaMo, expanding the possibilities of digital advertising and supporting client companies' marketing activities.

Offshore Company Inc.—Company Overview

Company name: Offshore Company Inc.

Address: Akasaka Garden City 17th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan

Established: March 2024

Representative: Kenta Noro, Representative Director

URL: <https://vectorinc.co.jp/group/offshore-company> (in Japanese only)

Overview of VECTOR INC.

Company name: VECTOR INC.

Address: Akasaka Garden City 18th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan

Established: March 30, 1993

Representative: Keiji Nishie

Share capital: ¥3,038 million (as of February 29, 2024)

Business description: PR services, press release distribution, direct marketing, media services, HRTech business, digital marketing, and startup investment business

URL: <https://vectorinc.co.jp/en>

Press inquiries:
VECTOR INC., Group Public Relations: Arisa Akagi
Tel: +81-3-5572-6080 / Fax: +81-3-5572-6065
Email: koho@vectorinc.co.jp

⁹ ROAS: A metric that indicates the ratio of revenue generated to advertising costs. It is used to evaluate the cost-effectiveness of advertising performance, with higher values representing more efficient ads.

¹⁰ LTV: A metric representing the total profit a single customer generates for a company over the entire period they use its products or services. It is used to visualize the long-term value of a customer.