

**Bilingual recruitment resource website CareerCross's current advertising campaign to promote "Exploit your English skills for your new career"**

Carrying out the advertising campaign at stations and on trains, such as Marunouchi line, centering around the slogan "活かせてこそ英語力だ" ("Make your English skills useful").

C.C. Consulting K.K. [CEO:Richard Bysouth, HQ:7F Nanpeidai Chiyoda Bld., 1-10 Nanpeidai, Shibuya-ku, Tokyo. Phone:+81 (0)3-5728-3040] will launch an advertising campaign with the slogan "活かせてこそ英語力だ" ("Make your English skills useful"). It aims to grow the recognition of 'CareerCross', <<http://www.careercross.com/en/>> and ultimately to attain and retain professional bilingual human resources.

This concept, with its advertisement adopting a colorful, positive and appealing design, tries to express the true atmosphere of foreign companies, which is inspiring and unbound from traditional ethos, and in which people bring fully out their abilities and English skills. CareerCross mainly targets bilingual professionals, and also try to appeal to people who have currently no opportunities to utilize their English in their jobs.

( [SEE THE DESIGN - Akasaka Mitsuke station / Aoyama Itchome station / Kamiyacho station -](#) )

<Station/Train Advertisements>

- Marunouchi line – Akasaka Mitsuke station
- Hanzomon line – Aoyama Itchome station
- Hibiya line – Kamiyacho station (Replacement in June)
- Hibiya line – Tokyu DenenToshi line - door stickers (Replacement in June)


<http://www.careercross.com/en/2044.html>

According to a survey on employment provided by the Health Labour and Welfare Ministry, the number of job finders including people changing careers in the first half of 2004 was 3,640,000, and it was the first time in 3 years that its number was higher than that of job leavers. Peoples' attitude towards career change has differed since the bubble economy burst in the late 80s, and their resistance to working for a foreign company has been removed. The number of foreign capitalized companies in Japan has grown from approximately 2,700 to 4,400 over 10 years, and accordingly the number of people pursuing their careers to foreign companies has increased. CareerCross aims to increase the number of registrations from bilingual professionals by means of advertising campaigns.

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About C.C. Consulting K.K.

C.C. Consulting provides the bilingual recruitment market with an effective recruiting resource via its website 'CareerCross'. We also run a portal site 'eBenkyo' in order to connect people, English and the world.

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活かしてこそ、英語力だ。

**CareerCross** 外資系求人サイト キャリアクロス  
JAPAN'S PREMIER ONLINE CAREER RESOURCE FOR ENGLISH SPEAKING PROFESSIONALS  
[WWW.CAREERCROSS.COM](http://WWW.CAREERCROSS.COM)

the slogan  
- Make your English skills useful -

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