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note

note inc.
April 9, 2026

note and SUNNY SIDE UP Form Strategic Partnership to Support Corporate Communication in the AI Era



note inc. has entered into a strategic partnership with SUNNY SIDE UP Inc., a company specializing in brand communication centered on PR-driven thinking. By combining their respective strengths, the two companies will co-create a new public relations model for the AI era. This model aims to ensure that a company's vision and reliable, original content reach consumers effectively through AI.

note provides various information-sharing tools for businesses, including its premium "note pro" plan. Currently, more than 60,000 (*1) corporations use note to share information. The platform also hosts sponsored contests that invite creators to submit works based on specific themes. As generative AI changes how information is delivered, note has become an environment where a vast amount of content from creators and companies is aggregated, making it highly accessible for reference by search engines and AI.

Through this partnership, note will collaborate with the "AI Dialogue & Relations Team," a specialist unit launched by SUNNY SIDE UP in November 2023 to promote PR in the AI era. This collaboration aims to realize a new form of corporate PR strategy: creating buzz through PR and building long-term assets through note pro.

Background of the Partnership

The rapid spread of generative AI is significantly changing how information reaches people. The "zero-click" phenomenon—where consumers obtain information from AI-generated summaries without visiting the original website—is becoming more common. For companies, deciding where and how to share their unique information is now more important than ever.

According to a corporate awareness survey (*2) conducted jointly by Nikkei Crosstrend and note, 70% of companies view AI learning and citation of their content as an "opportunity." However, approximately half of the respondents are still "waiting to see" regarding specific measures, indicating that while companies are motivated, they face challenges in strategic design and organizational structure. Feedback included comments such as, "The key is to share and structure information only our company possesses," and "We are currently trial-and-error in determining how to showcase our uniqueness."

In response to these challenges, note has provided an environment where content posted by creators and companies is easily referenced by search engines and AI. A joint study with VALUES, Inc. (*3) found that traffic to note via generative AI is approximately four times higher than the level expected from traditional search traffic.

Furthermore, approximately 40% of articles continue to be read one year after publication, and about 40% of articles read via AI were posted more than six months prior. This "stock-type" characteristic, where past content continues to reach audiences over time, is gaining attention as a foundation for corporate communication. Additionally, in February 2026, note will completely overhaul its recommendation engine using Large Language Models (LLMs). This update will deeply understand article content and deliver it with high precision to interested readers, strengthening the platform's "post and reach" mechanism.

Against this background, SUNNY SIDE UP, with its strength in PR strategy design, and note, with its expertise as a platform, have formed this partnership to support corporate PR from both sides.

(*1) As of November 2025 (*2) Nikkei Crosstrend x note Joint Survey: "Corporate Awareness Survey in the Generative AI Search Era" (October 2025, 83 valid responses) (*3) VALUES x note Joint Survey: "New GEO and AI SEO in the Zero-Click Era" (Published October 2025)

Overview of the Partnership

This partnership supports corporate PR from the dual perspectives of "creating buzz" and "turning content into assets."

The two companies will work together to support corporations facing challenges in strategic design and organizational structure. Specifically, the partnership will provide PR strategy planning, AI-conscious story design, content creation and distribution using note pro, and effectiveness measurement and improvement based on reader behavior data.

Furthermore, companies can collect User Generated Content (UGC) through posting contests and create physical touchpoints using "note place," an event space operated by note. The partnership will respond flexibly based on each company's situation and challenges.

Inquiries Regarding This Service

SUNNY SIDE UP Inc., "AI Dialogue & Relations Team": <https://www.ssu.co.jp/contact>

Inquiries regarding note pro: <https://share.hsforms.com/17L5et0G0RgaNdx5BrcrjEA47gua>

Executive Comments

Siuchow Liu, President and Representative Director, SUNNY SIDE UP Inc.

"With the spread of generative AI, the way information is delivered is changing significantly. In the 'zero-click' era where only summarized information is consumed, the value of primary information—who says what and in what context—is more important than ever.

Furthermore, we view AI not just as a tool, but as a 'new stakeholder' that acts as both a receiver and a disseminator of information. Therefore, brand communication today must be designed so that AI can correctly understand it and deliver it along with its context.

By combining note, a platform for carefully sharing the thoughts and stories of individuals and companies, with our strength in 'designing context and expanding communication across society,' we believe we can create a new relationship between companies, society, and AI.

Through this partnership, we will present a new form of PR and brand communication in the AI era to realize a society where more empathy and understanding can spread."

Sadaaki Kato, CEO, note inc.

"We are very pleased to collaborate with SUNNY SIDE UP, a frontrunner in the PR field.

In the AI era, the way companies deliver information is beginning to change. It is now more vital than ever to properly communicate a company's unique vision and stories and accumulate them as assets.

note has provided an environment where content posted by companies is easily referenced by search engines and AI. By adding SUNNY SIDE UP's expertise in PR strategy design and storytelling, we look forward to creating a new cycle of generating buzz and building corporate assets together."

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note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 69.56 million works have been created. The number of members has reached 11.14 million (as of November 2025).

- URL : <https://note.com/>
- iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>
- Android App : <https://play.google.com/store/apps/details?id=mu.note>

note inc.

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

Date of Establishment: December 8, 2011

Representative Director and CEO: Sadaaki Kato Corporate Website: <https://note.jp>

SUNNY SIDE UP Inc.

As the core business of the SUNNY SIDE UP GROUP, the company operates a brand communication business based on PR-driven thinking across a wide range of fields, including corporations, brands, sports, entertainment, and regional revitalization. It is a "Relations Design Company" that designs relationships between companies/brands and people/society through integrated communication solutions, including PR, branding, and promotion.

Location: 4-23-5 Sendagaya, Shibuya-ku, Tokyo

President and Representative Director: Siuchow Liu

Corporate Site: <https://ssu.co.jp>

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>