

An aerial photograph of the Tokyo skyline, featuring a dense cluster of skyscrapers and buildings. The Tokyo Tower, a prominent red and white lattice tower, stands out on the right side of the image. The sky is a clear, pale blue. The text 'tokyo CREATIVE' is overlaid on the left side of the image in a white, sans-serif font. 'tokyo' is in a smaller, lowercase font, while 'CREATIVE' is in a much larger, all-caps font.

tokyo  
**CREATIVE**

2021 COMPANY PROFILE



# UNCOVERING JAPAN TO THE WORLD

**WE ARE A DIGITAL AGENCY BASED IN TOKYO WHICH WORKS CLOSELY WITH SOME OF THE MOST POPULAR JAPAN-FOCUSED ENGLISH SPEAKING INFLUENCERS.**

With an audience of over 17 million people and a wide range of services offered, we are confident that we can provide the best possible solutions to companies of all sizes who wish to reach an English-speaking audience with an interest in Japan.

# OUR CLIENTS

We are proud to have worked with over 100 clients which include both private companies and local Japanese governments to help promote their service, product, event or location.



# MEET OUR TEAM



# OUR SERVICES



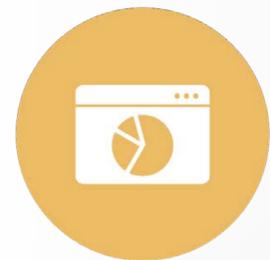
Influencer Promotions



Project Management



Media Production



Market Research



SNS Management



Offline Event & Material Production



Translation / Article Publishing



Website Development

We offer a wide range of services for any companies wishing to promote their service/product/event to the largest possible audience with an interest in Japan.

# INFLUENCER PROMOTIONS

17 million subscribers.

1.6 billion views.

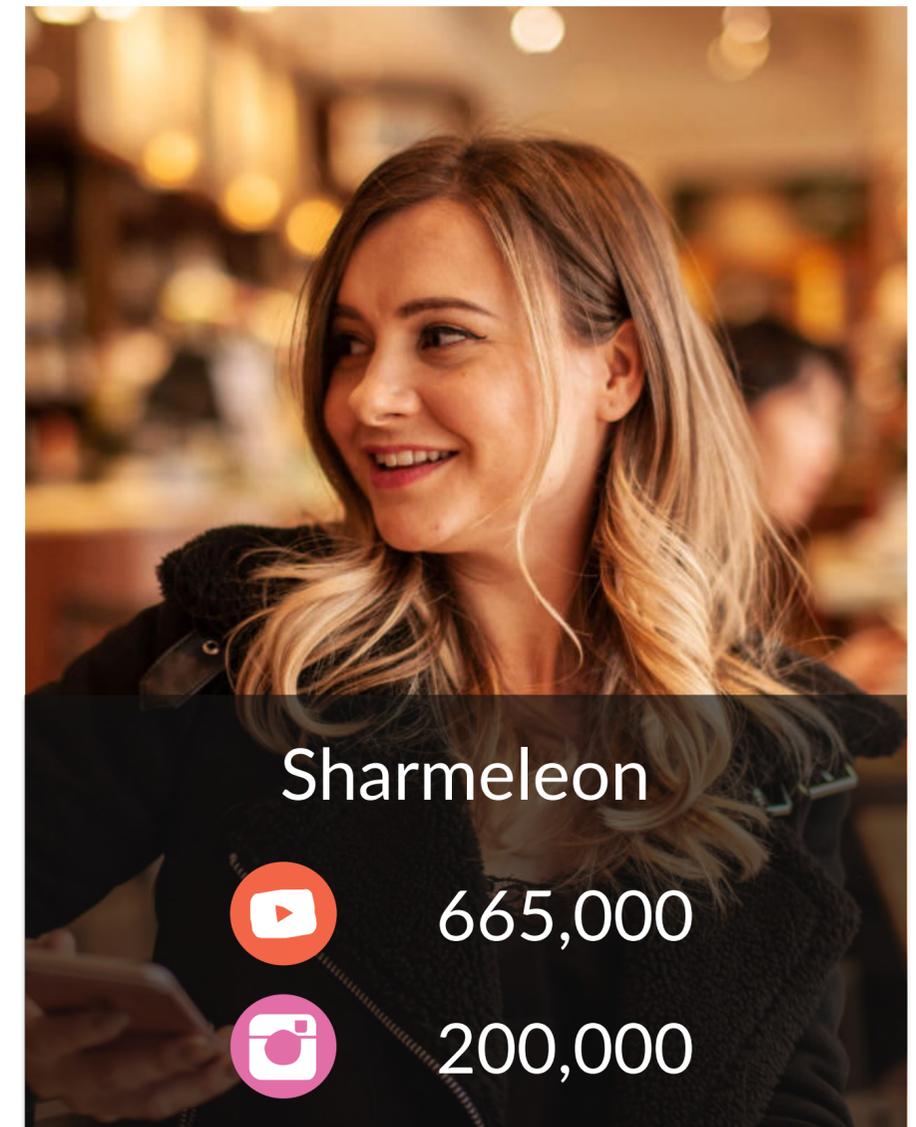
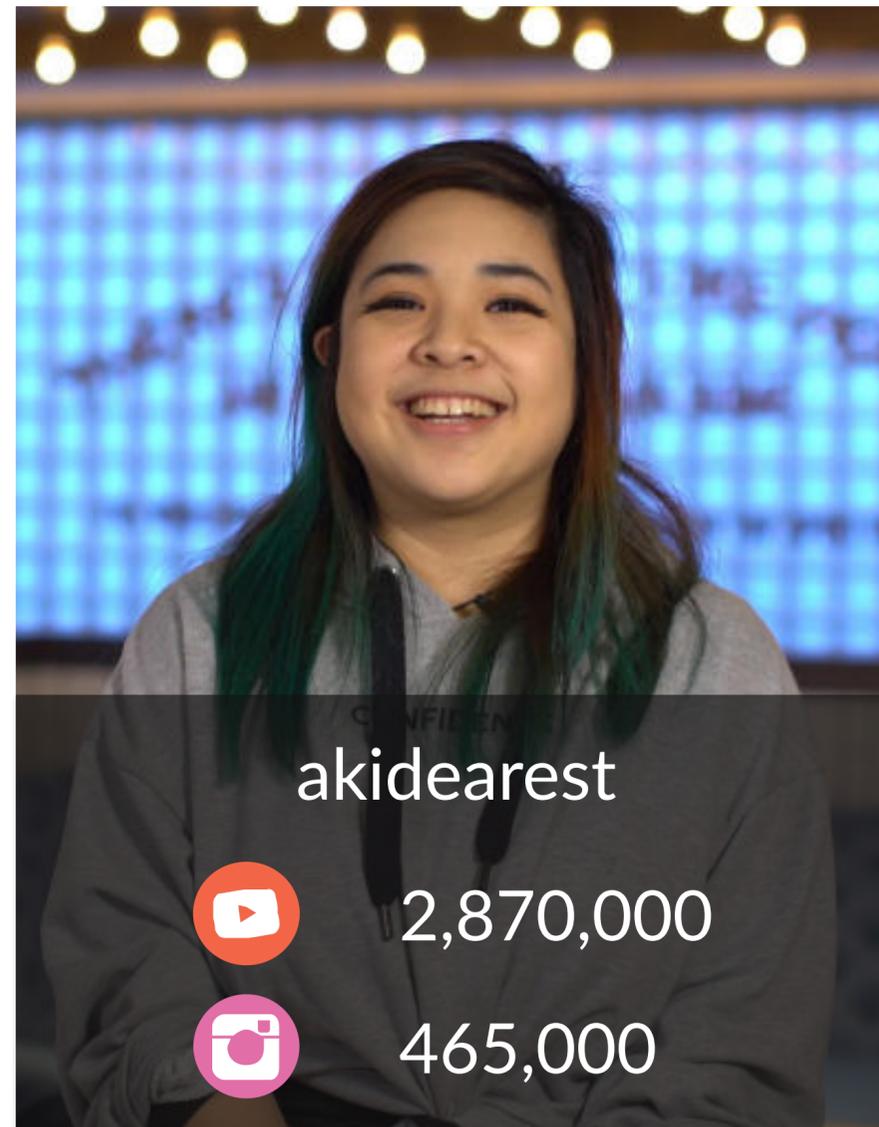
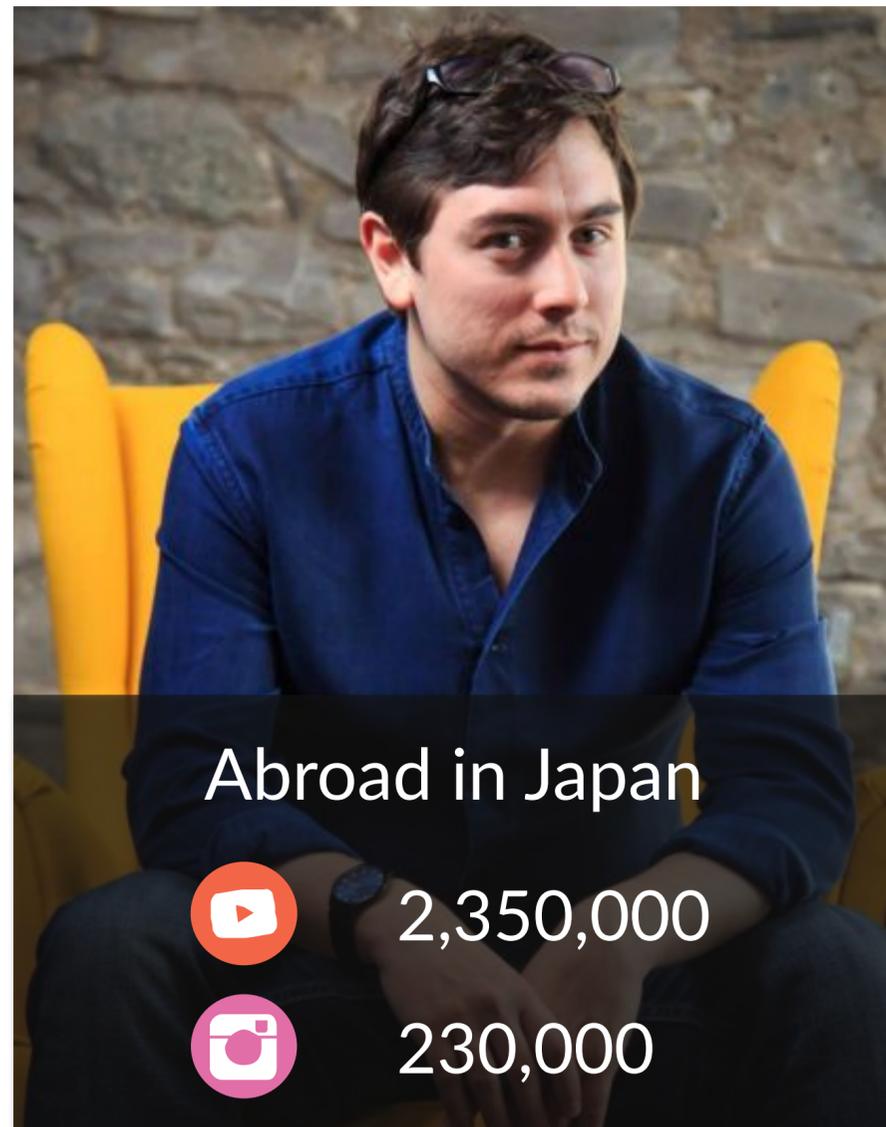
We are proud to manage some of the most popular and talented social media influencers based in Japan.

Our team of around 30 influencers has amassed over 17 million combined subscribers and over 1.6 billion combined views.



# INFLUENCER PROMOTIONS

As we work directly with some of Japan's most popular social media influencers, there is no middle-man agency required when we undertake projects with them.



# INFLUENCER PROMOTIONS

For more information on all of the social media influencers we work with and for more details regarding their demographics and audiences, please visit our [corporate website](#).



Tokidoki Traveller

	310,000
	75,000



Kim Dao

	770,000
	140,000



Tokyo Lens

	265,000
	35,000

# PROJECT MANAGEMENT

## GUIDING YOU EVERY STEP OF THE WAY

Undertaking a project or launching a campaign within Japan can be a daunting task, but our experienced, bilingual team is here to help ensure that everything goes according to plan.

Whether you require assistance in one small aspect of a project or require a partner to be involved with the full coordination of a project, we are confident that our experience and knowledge of both Japanese and Western media ensures that we can assist with the following:

- ✓ Itinerary planning and suggestions.
- ✓ Media production
- ✓ Transportation arrangements.
- ✓ Travel / accommodation arrangements.
- ✓ Obtaining access / filming permission for locations.
- ✓ Recruiting freelance staff.



## CASE STUDY: JOURNEY ACROSS JAPAN

Between October and December 2018, Tokyo Creative project managed Journey Across Japan, a two month, 2,000km cycle journey starring Chris Broad.

The series was comprised of 29 episodes, which have gone on to gain over 23.6 million YouTube views, making Journey Across Japan the most popular Japan-focused travel series of all time.

# SNS MANAGEMENT

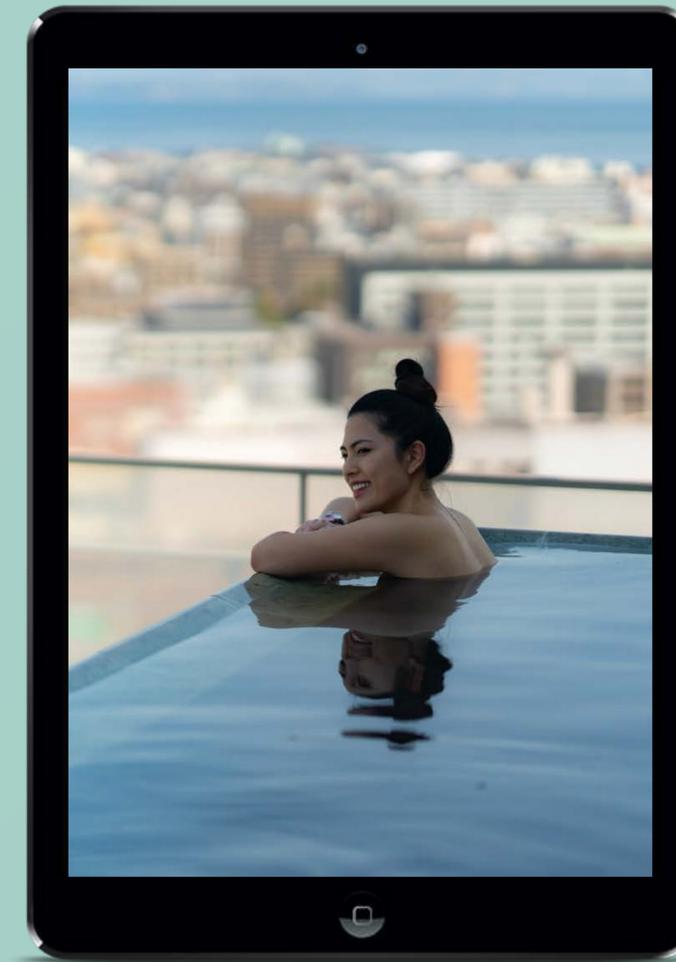
## REACH YOUR DESIRED AUDIENCE

We have worked with companies of all sizes to ensure that their social media channels are as effective as possible in reaching a Japan-focused audience.

With each client we work with, we aim to be as meticulous as possible in planning an SNS strategy that will meet and then exceed their expectations.

We have worked with both private companies and local Japanese governments to provide both consultation and collaboration services in order to reach our client's goals. At present, we offer the following SNS services:

- ✓ Current SNS implementation consultation
- ✓ Social media account creation and management
- ✓ Ideal content identification
- ✓ Content creation and schedule planning
- ✓ KPI and metric reporting



## CASE STUDY: TOURISM OITA

Since 2018 Tokyo Creative has directly managed Tourism Oita's Facebook and Instagram accounts.

Within that time, we have successfully coordinated the capture of high-quality videos and photos in order to best present Oita Prefecture to the world, which has in turn seen both accounts more than triple in popularity.

# TOKYO CREATIVE PLAY/TALK



## OUR VERY OWN CHANNELS

As well as managing the social media accounts of several clients, we also have our company Instagram account and two YouTube channels.

Our main channel, **TC Play** provides both fun and informative videos covering a huge range of topics and often feature a number of the influencers we represent.

**TC Talk** offers detailed insights into what life in Japan is like and provides useful advice to anyone planning to visit.

We regularly post stories on **our Instagram account**, whenever we're out filming on location and have a great, interactive relationship with our followers.

Of our three social media channels, TC Play is the most popular and currently has over 140,000 subscribers and over 15,000,000 video views.



# MEDIA PRODUCTION

## NO PROJECT TOO BIG

We pride ourselves on the ability of our extremely talented in-house media team and their ability to capture exactly what our clients are looking for, in both film and photography.

For large projects, we work closely with several Tokyo-based freelance videographers, editors and photographers. By working with a small network of freelance staff, we can be confident that we will always deliver stunning results and that no project is too large.

Opposite is a collection of videos we have created for clients over the past few years, as well as our current showreel. Please click on any of the images to watch the video and don't hesitate to get in touch if you would like to see more of our work.



# MARKET RESEARCH

## KNOWING YOUR AUDIENCE

In June 2020, we established the Tokyo Creative Research Team, an international group of over 1,300 individuals who have an interest in Japanese culture and voluntarily take part in surveys we present to them.

The team is made up primarily of people from the USA, UK, Australia and Canada, but also includes members from over 10 other countries and includes people both currently living within and outside of Japan.

The team has proved invaluable by providing insightful feedback to help companies gauge how popular certain Japan-related products/courses/services have the potential to be.

We can help with all aspects of the market research process, including creating the most effective survey to get the information you're looking for.



Click on the image above for more information on The Tokyo Creative Research Team.

# OFFLINE EVENTS & MATERIALS

If you're looking to hold an event within Tokyo, we work with several centrally located venues that are perfect for a launch party or celebration. As well as assisting with reserving the venue, we can assist with catering, ticket management and online purchasing, event promotion and the design and printing of physical brochures and flyers.



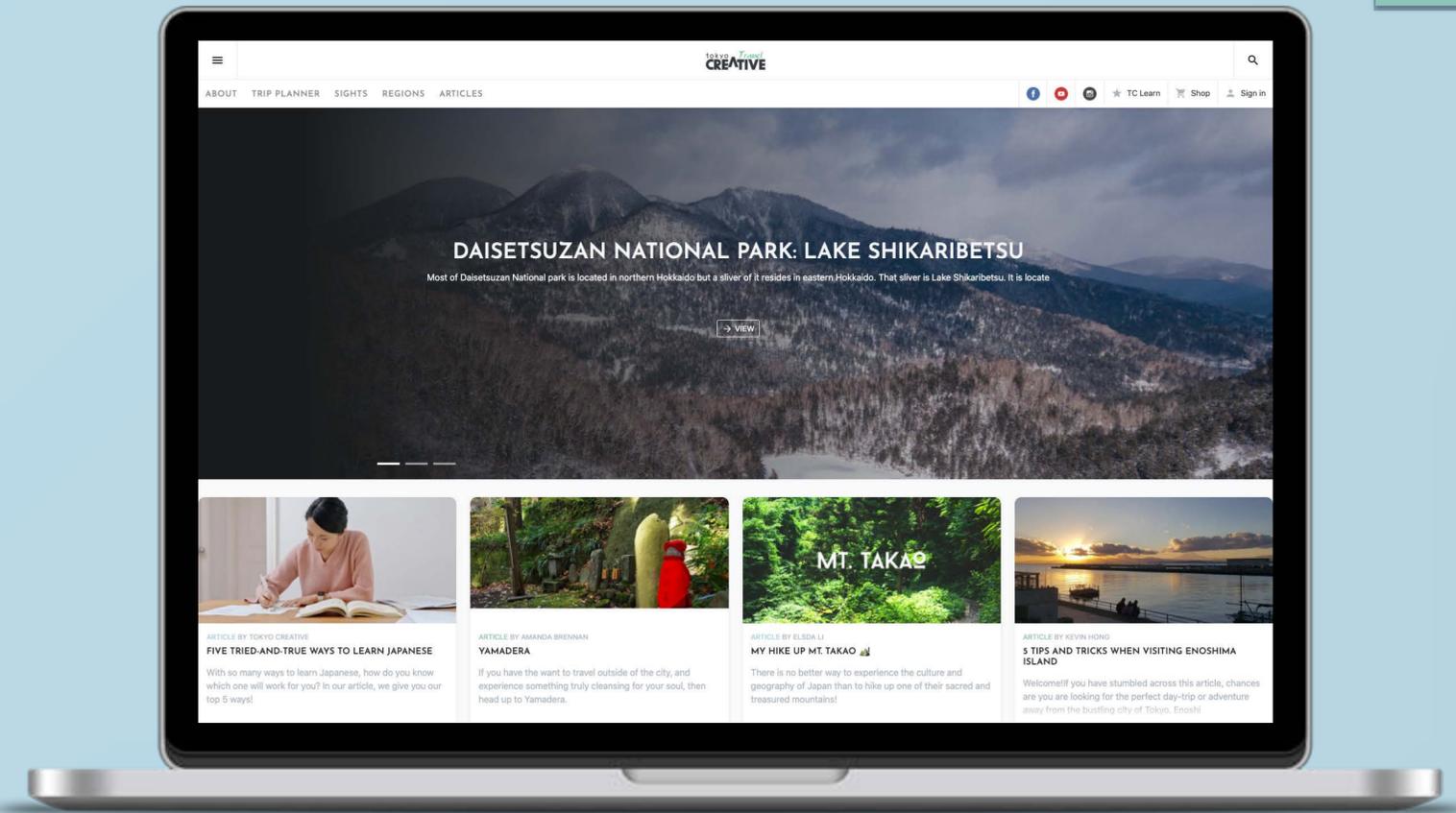
# TRANSLATION & ARTICLE PUBLISHING

## EFFECTIVE COMMUNICATION

Our team includes experienced, bilingual copywriters who can translate your materials from English to Japanese and vice-versa.

We also offer article writing, strategy, and publishing services to ensure that any content you wish to create regarding your product or service can be as effective as possible, paying close attention to a writing style to resonate with your audience, SEO, and digital visibility.

We have helped numerous Japanese local governments by writing articles to promote their prefectures to a global audience. For projects such as these, we often visit the location ourselves and dedicate sufficient time to fully researching the area in order to share it as effectively and accurately as possible.



## TOKYO CREATIVE TRAVEL

As well as writing articles for other publications, we can also publish them on our very own platform, Tokyo Creative Travel, a website that has over 235,000 user accounts and over 300,000 Facebook followers.

Tokyo Creative Travel features over 6,000 exclusive Japan-related articles, over 10,000 Japanese sights and extensive information on each of the 47 prefectures. It also includes a popular trip planner that allows people from all over Japan to create their ideal travel itinerary before their trip.

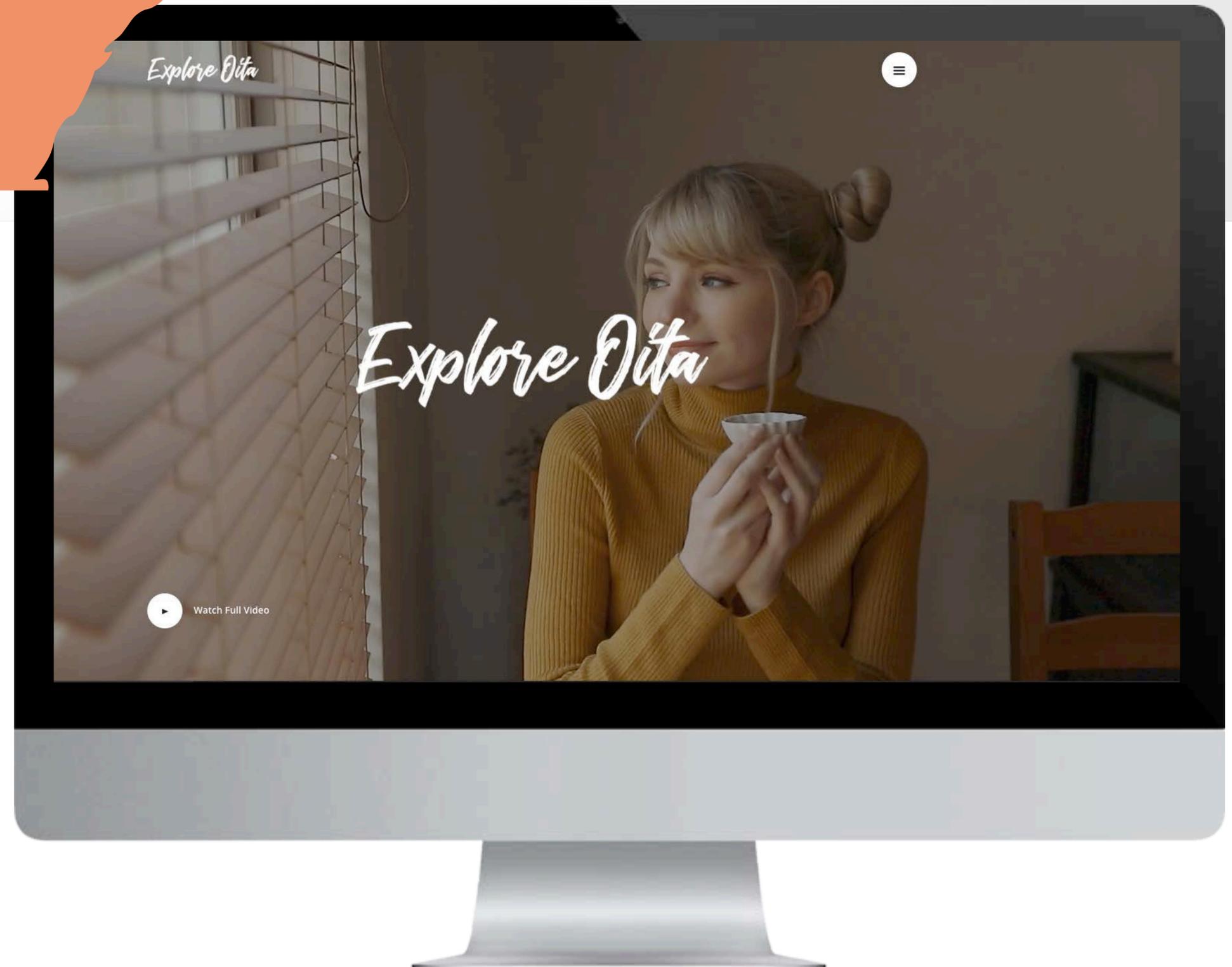
# WEBSITE DEVELOPMENT

## AN EYE ON DESIGN

Our in-house development team have a wealth of experience in creating fully dynamic, functional websites and do so whilst keeping up to date with the most modern practices and standards.

Whether you are looking to improve your current website, create an English/Japanese version of it, create a splash page to gauge interest, or to implement a custom content management system to allow your staff to effortlessly maintain the site themselves, we can help.

- ✓ Website strategy consulting.
- ✓ In-house HTML/CSS/PHP development.
- ✓ Full website / landing/splash page development.
- ✓ Custom content management system development.
- ✓ Hosting via AWS.





## OUR CUSTOM-BUILT EDUCATIONAL PLATFORM

Tokyo Creative Learn is our On-Demand Video platform, created by our in-house development team from scratch. TC Learn incorporates a number of techniques to ensure that the quality of each video is delivered as optimally as possible for the device and internet connection speed the user has in place.

TC Learn's videos are hosted by our network of influencers and cover a broad range of topics, such as video production tips, obtaining a Japanese visa, and finding an apartment once you're here. We believe that this series can be especially helpful for people looking for advice on becoming a successful social media influencer in Japan, but can also be valuable for anyone interested in modern Japanese culture.

# CASE STUDY: UDON HOUSE

## A MODERN TRANSITION

Located in Kagawa, the birthplace of Udon, Udon House provides the ultimate udon experience by welcoming guests from all over the world to stay and take part in their Udon Master Class & Local farm tour.

Over the spring of 2020, we worked closely with Udon House and helped bring their unique service to a global audience as they transitioned their business from an on-site only experience, to a web-based video service.

We were able to successfully help Udon House make this digital transition by aiding them with the following solutions:

- ✓ Service review and feedback
- ✓ Japanese to English translation
- ✓ Splash page creation to gauge user interest
- ✓ Live stream on TC Play to promote the service to a global audience



# CASE STUDY: TOEI TRANSPORTATION

## A JAPANESE INSTITUTION

The Tokyo Metropolitan Bureau of Transportation (also known as TOEI) is a bureau of the Tokyo Metropolitan Government which operates public transport services in Tokyo

With Tokyo being selected as the host of the upcoming Olympic games, TOEI contacted us to help ensure that the services they offered could be more easily understood by tourists visiting Japan for the first time.

We were able to successfully help TOEI by implementing the following solutions, all of which are due to be released in 2021:

- ✓ The full development and production of five informative video guides, to be shown online and within train/bus stations.
- ✓ Complete re-development of their current English website.
- ✓ Copy production for current and future materials with English text.



# THANK YOU FOR YOUR TIME

For more case studies, details on the influencers we represent and the services we offer, please visit <http://www.tokyocreative.jp> and do not hesitate to contact us via [info@tokyocreative.jp](mailto:info@tokyocreative.jp).

## HANDY LINKS

Corporate Website (English): <https://www.tokyocreative.jp/en/>

Corporate Website (Japanese): <https://www.tokyocreative.jp/ja/>

Travel Website: <https://www.tokyocreative.com/>

TC Play YouTube Account: [https://www.youtube.com/channel/UC1TmvgkTb\\_5jzKcvx6Pt0Dw](https://www.youtube.com/channel/UC1TmvgkTb_5jzKcvx6Pt0Dw)

Tokyo Creative Instagram Account: <https://www.instagram.com/tokyocreative.jp/>

TC Learn: <https://www.tokyocreative.com/learn/>

A wide-angle, high-angle photograph of the Tokyo skyline. The Tokyo Tower is the most prominent feature on the right side, standing tall with its distinctive red and white lattice structure. The city is densely packed with various skyscrapers and buildings, extending to the horizon. The sky is a clear, pale blue. The text 'tokyo CREATIVE' is overlaid on the image, with 'tokyo' in a smaller, lowercase font and 'CREATIVE' in a larger, bold, uppercase font.

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