

Communicate with Impact

Kreab is a global communications consultancy with over 30 years in Japan.

Through customized strategies blending corporate communications and government relations, we enable all levels of public- and private-sector clients to strengthen their brands, manage reputational risks and build valuable relationships with decision makers in the Japanese market.



Strategic Communication

● Strengthens Brands | Corporate Communications

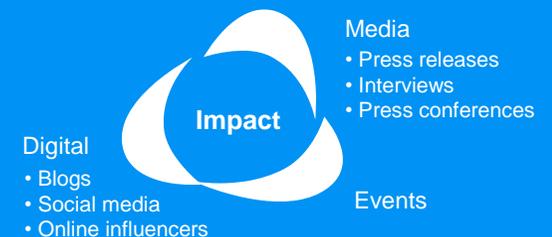
Effective corporate communications online and offline will strengthen your message to the public and enhance perceptions of your company and brand.

Your Challenges

- Your corporate brand lacks visibility in the Japanese market
- Your global senior executives seek exposure in Japanese media
- An unfortunate development threatens your reputation in the market
- Your internal communications are ineffective and lack reach
- You want to strengthen in-house PR skills

Our Solutions

- Communication strategies integrating online and offline channels
- Creation of strong relationships with media that bring you positive exposure
- Crafting of messaging that best represents your organization and brand
- Crisis support from industry experts
- Planning of internal communications tools
- Hands-on media, crisis and PR training



● Builds Trust | Government Relations

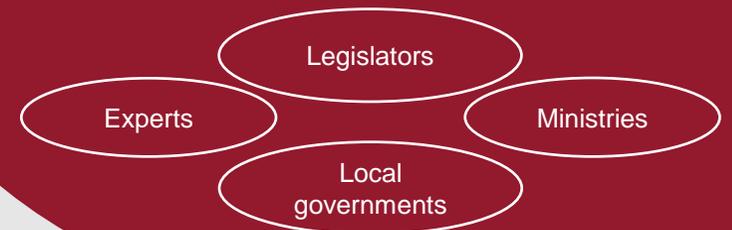
Regulatory changes can create both opportunities and risks. It is essential to build relationships with policymakers to navigate the policy landscape.

Your Challenges

- You want to closely monitor policy and regulatory changes
- You seek support for making proposals to the government
- You need to navigate stringent regulations affecting your business
- Your company is not well-known among decision makers in Japan
- You want to enhance the skills of your government relations team

Our Solutions

- Policy monitoring and analysis
- Strategy development and clarification of aims
- Stakeholder mapping
- Engagement with government stakeholders
- Creation of valuable long-term relationships
- Day-to-day consultation services
- Team building and training

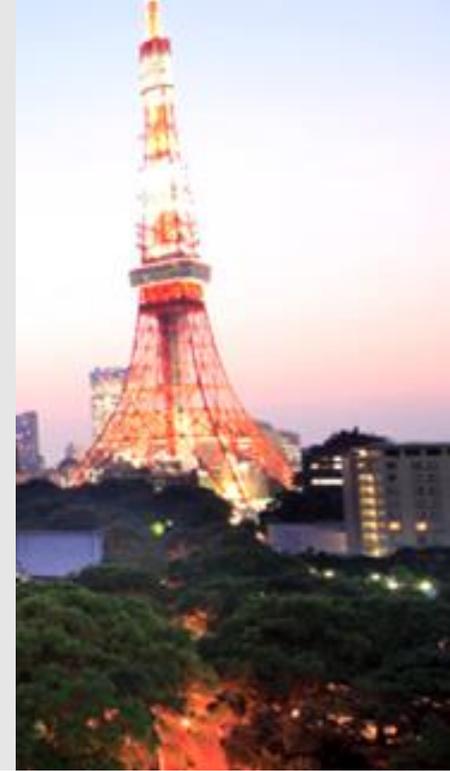


Kreab K.K.

- 40 professionals from diverse nationalities and backgrounds including journalism, advertising, investor relations and government.
- Well-connected with influential media and key influencers in business, academia and government after three decades in the Japanese market.
- Part of a global team supporting 500 clients in 30 countries in 40 languages.

// *Good strategic communication bridges the gap between where your company is and where it wants to be.* **//**

Masami Doi, Managing Partner



Our Team



Masami Doi
Managing Partner
(Former head of global PR at Toyota)



Kazumoto Eguchi
Senior Partner
(Former policy secretary to Japan LDP Diet members)



Kunihiko Yasue
Partner
(Former editor at the Yomiuri Newspaper economic department)



Jonathan Soble
Partner
(Former Tokyo Bureau Chief of the Financial Times)

Kreab K.K.

Atago Green Hills MORI Tower 11F, 2-5-1 Atago, Minato-ku, Tokyo 105-6211

Phone: [+81 3 5404 0640](tel:+81354040640) E-mail: tokyo@kreab.com URL: www.kreab.com/tokyo

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