How a small domestic Japanese PR agency transitioned to an International Powerhouse
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ShapeWin's Vision

Spreading meaningful ideas to outstanding innovators

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Integrated PR & Digital Marketing Firm

EST 2011
Tokyo & Vancouver
Employee 20
Clients 200+

Award

Featured Clients

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We are supporting startups

- **Cybersecurity**
  - 3+ Major alliances through PR activities

- **Autonomous Driving**
  - 12+ / yr media coverage on top-tier

- **ESL platform**
  - 2x awareness through TV CM + Social media

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Where the Revenue comes from?

Europe 30%  
Asia 20%  
Japan 20%  
North America 30%
Why Do Business In Japan?

1. Market size & Large consumption
2. Diversified and sophisticated consumption
3 yrs Ago…
We were a SMALL company.
Focused on the Japanese market only.
Dramatic change within the 3 yrs

Target Market(s)
- 0% Globalized
- 80% International Trade

Employees
- A few people
- x6 with International Staff

Revenue
- Low Revenue/Profit
- x3 with mid-high profit
What is the key to success?
Key #1. Localization
Key #2. Acknowledge the Culture gap
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Key #3. Delegate to the local

- Tokyo (10)
- Nagoya (2)
- Fukuoka (1)
- Vancouver (4)
- Toronto (1)
- Kuala Lumpur (1)
- Brisbane (1)
Key #4. Patience

at least 1 year or more

Product localization → Marketing Communication → Sales

Be aware of the time consuming process
How we made it?

- Localization
- Cultural understanding
- Delegation
- Patience
We will assist with PR/Marketing in Japan

Media Relations

Social Media

Content Marketing
Thank You

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