

dentsu
PR consulting



DENTSU PR CONSULTING INC.



Our philosophy

**We are committed
to leading social innovation
through advocacy.**

We define social innovation as creating new social value and frameworks that help achieve a paradigm shift for a better, more sustainable society.

Message from the CEO

Amid shifting domestic and global political and social landscapes, natural disasters, and rapid advances in technology and systems, the business environment has become increasingly complex and unpredictable. This requires organizations to remain flexible and responsive to change.

We at Dentsu PR Consulting will continue to serve as a bridge between clients and their stakeholders.

By fostering a corporate culture that is always a step ahead, we strive to realize sustainable value creation that benefits all stakeholders.

Driving change is never easy, and agility and adaptability are essential in today's environment. From building communication strategies to execution, we will help you navigate change and ensure your message gets through.



Takamasa Yamaguchi
President & CEO
Dentsu PR Consulting Inc.

Our company

Company name	Dentsu PR Consulting Inc.
Established	September 20, 1961
Ownership	Dentsu PR Consulting Inc. is a wholly owned subsidiary of Dentsu Group Inc.
Capital	JPY 40 million
President & CEO	Takamasa Yamaguchi
Number of employees	285 (as of January 2026) *124 PRSJ-certified PR planners including certified directors (as of January 2026)
Head office	1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7001 Phone: +81 3 6216 8980
Kansai Office	Nakanoshima Festival Tower West Bldg., 3-2-4, Nakanoshima, Kita-ku, Osaka City, Osaka 530-8228 Phone: +81 6 6484 8850
Website	www.dentsuprc.co.jp
Affiliated organizations	Japan Business Federation, Public Relations Society of Japan (PRSJ), Japan Society for Corporate Communication Studies, International Public Relations Association (IPRA), Keizai Koho Center (Japan Institute for Social and Economic Affairs), Japan National Press Club, Foreign Press Center Japan, The Foreign Correspondents' Club of Japan, Japan Marketing Association, The Word of Mouth Japan Marketing Association, Tokyo Chamber of Commerce and Industry The Japan Overseas Enterprises Association, Osaka Advertising Agencies Association, Osaka Chamber of Commerce and Industry, Japan Interactive Advertising Association(JIAA), Japan Internet Media Association (JIMA), Japan Advertising Review Organization(JARO)
Affiliate companies	Kyodo News PR Wire
Overseas business partners	MSL Group, Mitchell Communications Group
Certifications	Environmental Management System, ISO 14001:2015 Group certification, Information Security Management System, ISO/IEC 27001:2022 (JISQ 27001:2023) Group certification

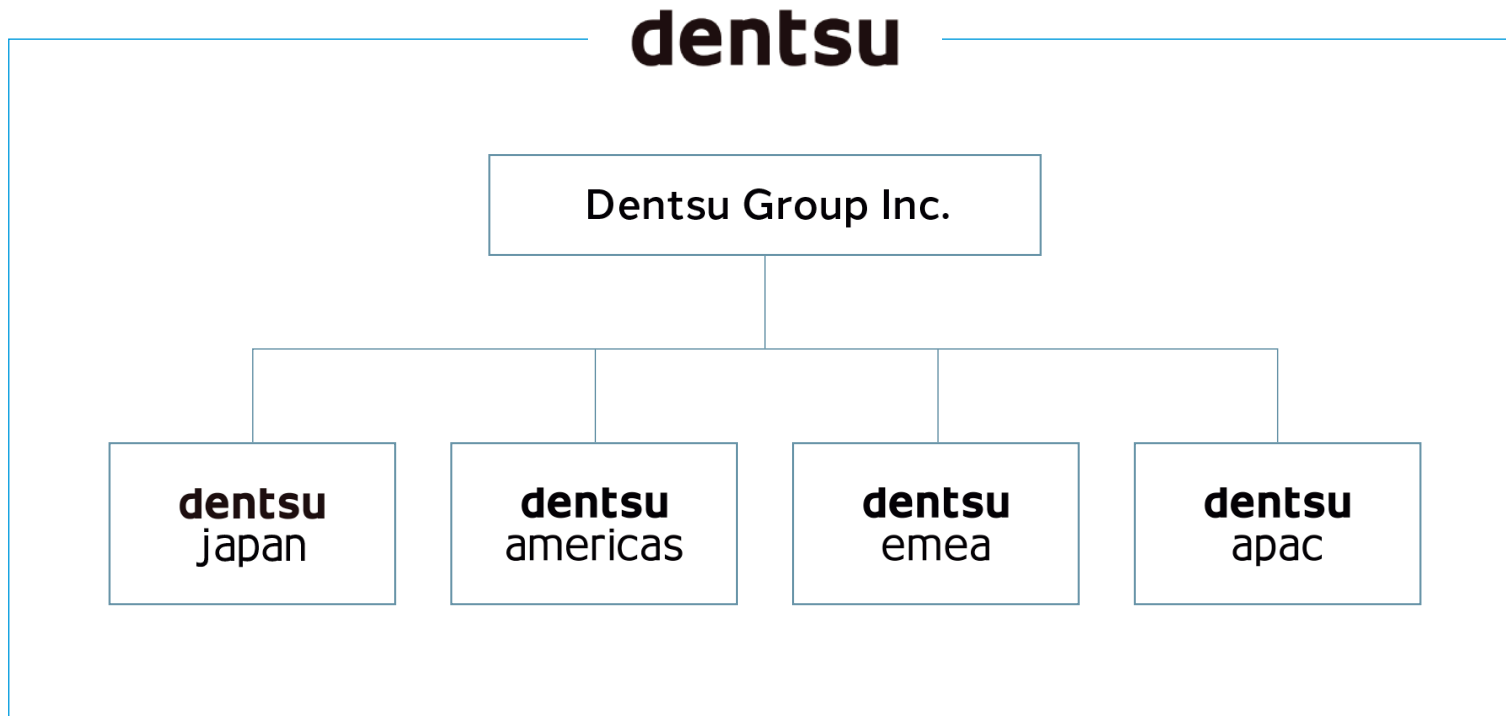
Business lines

- 1 Planning and implementation of public relations activities
- 2 Research and advertising for public relations activities
- 3 Editing, printing, and publishing services
- 4 Gathering, analysis, and provision of information
- 5 Consulting on business plans, product development, and corporate image
- 6 Consulting on corporate risk management
- 7 Planning and operation of events and seminars
- 8 Planning, production, sales, and import/export of broadcasting programs
- 9 Promotion and management of athletes and celebrities
- 10 Planning and consulting for construction of commercial and public facilities
- 11 Planning, design, development, analysis and operation management of computer network systems and databases
- 12 Acquisition, preservation, sale, management and brokerage of industrial property rights and know-how
- 13 Security services in accordance with the Security Services Act
- 14 Sales of food products
- 15 Sales of alcoholic beverages
- 16 Employee dispatch service
- 17 Media businesses and planning, production, sales, operation, and maintenance of websites
- 18 Travel agency business based on the Travel Agency Act
- 19 All other businesses incidental to the above

Network consisting of more than 720 companies across the globe

"dentsu" (the whole dentsu group companies) is made up of 140 companies in Japan and 580 overseas.
In 2023, dentsu created the Group Management Team, a consolidated management team that directly governs the four business regions worldwide.

※Dentsu PR Consulting Inc. belongs to dentsu Japan.



Our history

- 1961 Dentsu PR Center Inc. established as affiliate of Dentsu Inc.
Starts operations as a PR agency with head office located at 2-13 Ginza-Higashi, Chuo-ku, Tokyo
- 1963 Head office relocates to 3-1 Ginza-Higashi, Chuo-ku, Tokyo
- 1964 Kansai branch office opens at 1-18 Honmachi, Higashi-ku, Osaka
- 1969 Head office relocates to 2-16-7 Ginza, Chuo-ku, Tokyo
- 1973 Kansai branch office relocates to 2-33 Koraibashi, Higashi-ku, Osaka
- 1977 Kansai branch office relocates to 1-2-2 Edobori, Nishi-ku, Osaka
- 1984 Capital increased to JPY 40 million
- 1985 Kansai branch office relocates to 2-1-16 Dojima, Kita-ku, Osaka
- 1996 Company name changed to Dentsu Public Relations Inc.
Kansai branch office relocates to 2-3-5 Dojima, Kita-ku, Osaka
- 2002 Invests in Kyodo News PR Wire
- 2009 Awarded Japan Consultancy of the Year
- 2010 Establishes Dentsu BlueFocus (Beijing) Public Relations Consulting as joint venture (partnership to end in 2022)
- 2012 Head office relocates to 5-6-4 Tsukiji, Chuo-ku, Tokyo
- 2015 Awarded Japan Consultancy of the Year for second time
- 2017 Head office relocates to 1-5-2 Higashi-Shimbashi, Minato-ku, Tokyo
Kansai branch office relocates to 3-2-4 Nakanoshima, Kita-ku, Osaka
- 2018 Wins North Asia PR Consultancy of the Year award
- 2021 Merges with K&D Consulting Co., Ltd.; company name changed to Dentsu PR Consulting Inc.
- 2022 Head office relocates to 1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo

Detailed
company
history



What we offer

Corporate PR

Responding to an increasingly diverse stakeholder base

Corporate Branding

With trends such as ESG and digital transformation rapidly changing the business landscape, we provide corporate branding support based on consideration of how best to deliver value to all stakeholders.

From creating a buzz to creating value

PR Strategy

We identify your company's strengths, weaknesses, and challenges based on an understanding of your current status and where you want to be, then use our proprietary Value Creation PR Model and Attractiveness Branding Model to set PR Goals and KPI and formulate strategies and action plans.

Creating social value

ESG/SDGs/Sustainability Management

PR activities should pursue social value, market value, product value, as well as the reason for existence of the company, organization, or group on which these values are based. Leveraging this concept and our wide network of experts and media, we provide one-stop support in the ESG/SDGs field, from fundamental strategy planning to internal and external communications.

Creating value through both policy and public opinion

Public Affairs

We follow the trends and opinions of lawmakers, administrators, stakeholders, the media, and consumers, and formulate advocacy strategies, compile evidence, and approach and engage key decision makers.

Protecting and enhancing corporate value

Risk Management

Preparing for risks should be done in normal times. We identify potential risks using our unique Risk Management Model and formulate measures to avoid/mitigate damage. In an actual crisis, our expert staff (including from the media) provide counsel on responding to the press and information disclosure, as well as postevent recurrence prevention and trust restoration.

Raising employee engagement

Internal Branding

Sharing the goals and purpose of corporate activities and fostering a company culture of communication and mutual respect helps align employees with your corporate vision and helps boost company growth. Utilizing our Internal Branding Model[®], developed through original research, we help you raise employee engagement.

Enhancing communication and empathy skills of leaders

Leadership Communication

Communicating purpose and vision across a range of stakeholders is one of the key roles of top management. Leveraging our broadbased expertise and extensive network of contacts we can help bolster the skills of top management for both internal and external communications.

What we offer

Marketing PR / Sales Promotion

Creating demand leading to sales

New Product/Service PR

Creating buzz for a product that draws out its unique features and fits market needs requires effective use of social media, websites, and publicity, linked with mass advertising and in-store sales promotions.

Reinvigorating legacy products

PR for existing products and services

To revitalize products that have been on the market for several years, we develop contexts for rediscovering the product's appeal and attracting new fans.

KPI / Effectiveness

Building strategies based on measuring reputation from a unique frame of reference

Reputation Matrix[®]

Having a quantitative and qualitative grasp of whether your PR activities hit home and whether your reputation increased is important in strategic public relations activities. Making use of our unique, in-house developed frame of reference, Reputation Matrix[®], we perform comprehensive analysis of this data to provide consulting services for public relations activities.

Track PR activities and improve everyday

PRism Insight

PRism Insight is a measurement service that visualizes PR activities by analyzing media coverage across web, print, and television.

By leveraging proprietary "virtual page views" to assess the impact of online news coverage and combining this data with outcome metrics such as sales and website traffic, PRism Insight reveals the true value of PR beyond simple media exposure.

Industry Specialization

Extensive experience in healthcare and PR

Healthcare

We propose and implement PR strategies not only in the fields of healthcare and medical products, but also in foods, sports and ICT.

Leading business demand in the field of BtoB

BtoB

Consulting and solutions that build demand and enhance your business through spotlighting new products and technologies.

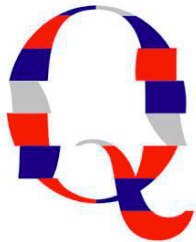
Creating a boom through consumers assuming ownership

BtoC

We maximize the value of information by designing communication strategies based on the Dentsu Group's unique PR IMPAKT[®] approach.

Dentsu PR Consulting's new specialist planning teams

Public Relations Transformation Studio



PRX Studio Q

(Public Relations Transformation Studio Q)

Q promises a PR transformation no other PR firm can offer, releasing the full potential of PR for all areas of business.

We adopt a global perspective and any means necessary to design projects for areas including management, R&D, marketing, branding, and human resources and recruitment, realizing new growth for your business.

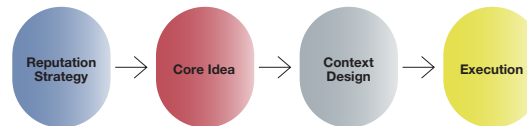


<https://www.dentsuprc.co.jp/prx-studio-q/>

PRX Studio Q can help you, with the flexibility to cope with any challenge presented.

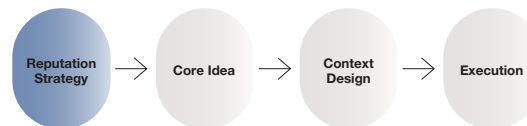
One-Stop Production

We can provide total support – from discovering issues to implementing solutions. Q's unique strengths lay in its ability to provide strategy, PR, social media, creative, and risk management services.



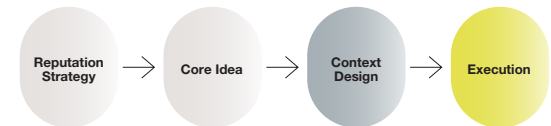
Workshops / Facilitation

If you require only hints and tips to deepen dialogue within your company, such as through instant workshops to brainstorm ideas together, we can help.



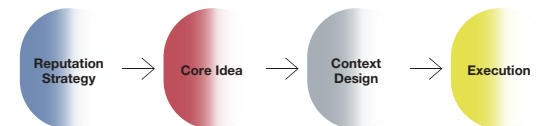
Context Planning

Once your core idea is in place, we plan and implement how to deliver it to the world in a way that creates the ideal context and maximizes results.



Consulting / Advisory

We can also collaborate with companies wishing to carry out planning and production in-house. We will be ready at your side for consulting on PR throughout the entire process.



Our strengths

Company-spanning organization that develops and researches digital PR solutions.

Digital Solutions Unit

As more and more emotions and responses from consumers are generated online, digital has become an indispensable element in PR.

The Digital Solutions Unit develops and researches social media, influencer initiatives, digital advertising, websites, experiential events, AI, and social risk management solutions that are in tune with consumers.

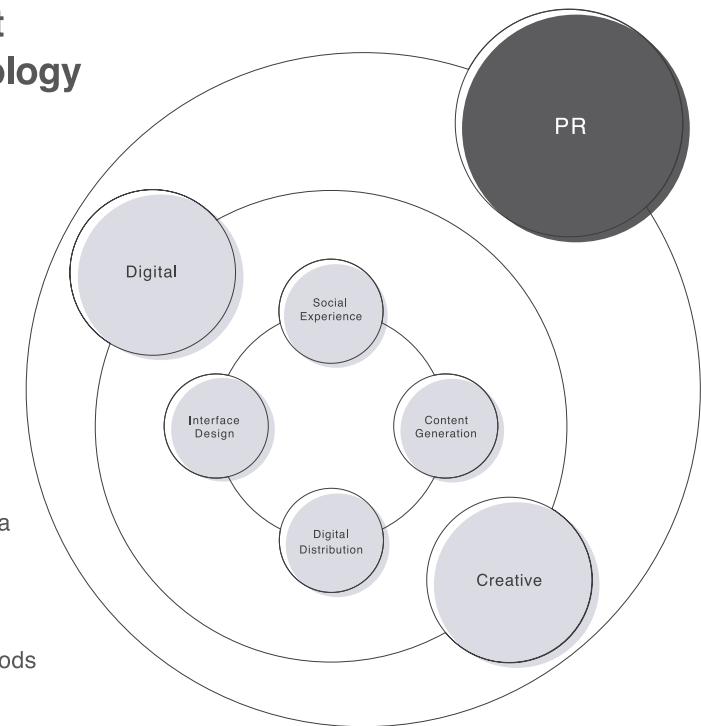


<https://www.dentsuprc.co.jp/prx-studio-q/>

Digital and creative solutions that leverage PR expertise and technology

— Themes we are undertaking —

- **Social Experience**
Optimal consumer experiences through social media and other digital platforms
- **Interface Design**
High value coupling of real and digital from the consumer's perspective
- **Digital Distribution**
Optimize communications that leverage digital media based on constantly evolving consumer habits
- **Content Generation**
Create valuable content and manage effective methods to communicate them to consumers

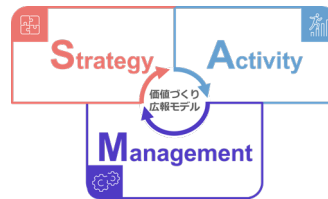


Our strengths: Corporate Communications Strategic Studies Institute (C.S.I.)



The Corporate Communications Strategic Studies Institute is a think tank within Dentsu PR Consulting, where business management and public relations experts conduct surveys, analysis, and research on corporate public relations strategies and systems in collaboration with academics, researchers, universities, etc.

Research Themes



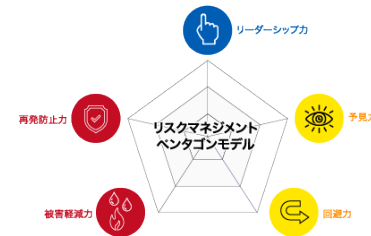
Value Creation PR model

This model analyzes a company's PR activities in three areas: Strategy, the foundation; Activity, the implementation phase; and Management, the infrastructure, along with nine PR capabilities.



Innovation PA Model

This model is based on strategic planning from the perspectives of social value, evidence, and engagement, with the aim of effectively conducting public affairs (PA: public opinion and policy formation) activities.



Risk Management Model

This model analyzes corporate risk management activities in terms of five unique indicators: Leadership, Foresight, Avoidance, Damage mitigation, and Recurrence prevention.



Internal Branding® Model

This model is designed to enhance corporate value and the brand by boosting employee engagement.



Attractiveness Branding Model

A survey involving 10,000 consumers revealed the activities/aspects they found most appealing about companies. The attractiveness of 200 companies was then compared and analyzed for 36 separate aspects in three areas: products, financials, and human resources.



Non-financial cross-value

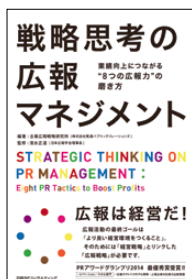
Non-financial cross-value quantifies individual investors' reactions to a company's non-financial information, aiding in communication design from their perspective.

Our strengths: Corporate Communications Strategic Studies Institute (C.S.I.)

Awards

- ◆ Public Relations Octopus Model Development: 2014 "PR Award Grand Prix" Category Best Award (Innovation/Skill category)
- ◆ Risk Management Innovation Project: 2015 "PR Award Grand Prix" Category Best Award (Innovation/Skill category)
- ◆ The Crisis Management Innovation Project: 2016 International Public Relations Association (IPRA) "Golden World Awards for Excellence" Best B-to-B (Inhouse) category
- ◆ Investigation of Corporate Attractive Factors and Purchasing Behavior: 2017 Japan Marketing Association Marketing Conference 2017 "Oral Session 2017 Best Paper Award"

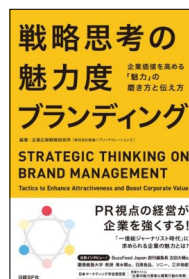
Publications



Strategic Thinking on PR Management: Eight PR Tactics to Boost Profits

(Available in Japanese only)

Publisher: Nikkei BP Consulting
Date of Publication: April 6, 2015
Retail Price: 1,800 yen (tax exclusive)



Strategic Thinking on Brand Management: Tactics to Enhance Attractiveness and Boost Corporate Value

(Available in Japanese only)

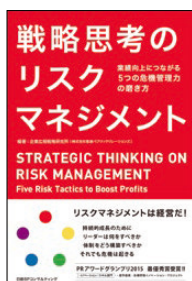
Publisher: Nikkei Business Publications, Inc.
Date of Publication: January 29, 2018
Retail Price: 1,800 yen (tax exclusive)



PR-style management Creating corporate value through public relations

(Available in Japanese only)

Publisher: Nikkei Business Publications, Inc.
Date of Publication: January 8, 2026
Retail Price: 1,800 yen (tax exclusive)



Strategic Thinking on Risk Management: Five Risk Tactics to Boost Profits

(Available in Japanese only)

Publisher: Nikkei BP Consulting
Date of Publication: July 15, 2016
Retail Price: 1,800 yen (tax exclusive)



New Strategic Thinking on PR Management: Eight PR Capabilities to Boost Values

(Available in Japanese only)

Publisher: Nikkei Business Publications, Inc.
Date of Publication: December 1, 2020
Retail Price: 1,800 yen (tax exclusive)

Awards

Industry Awards

PR Awards

Launched in 2001 by the Public Relations Society of Japan. The PR Award receives wide-ranging entries including from government agencies, corporations, NPOs, and educational institutions, as well as PR companies.

2018
Grand Prix Award
“Nameless Chores” for Daiwa House Industry Co.

2015
Skill/Innovation category
“Crisis Management Capability Survey for Listed Companies” for our selfpromotion

2012
Grand Prix Award
“Spirit of Togetherness – Enhancing the Japanese Red Cross’s Communications Capacity” for Japanese Red Cross Society

IPRA Golden World Awards for Excellence (GWA)

Founded in 1990 by the International Public Relations Association (IPRA). The “Global Contribution Award” is given to a campaign meeting one of the UN’s 17 Sustainable Development Goals.

2022
Media Relations category
Sports category
“PaRa Transformation” for our selfpromotion

2020
Sports category
Corporate Communications category
Corporate Responsibility category
“SAVE LIONS Project by Seibu Lions” for Seibu Lions

2019
Grand Prix
“Kobayashi City Department of SIMCITY BUILDIT” for Electronic Arts

PR Awards Asia

This award program for the Asia-Pacific region is organized by Haymarket Media, publisher of PR and marketing industry media.

The judging panel comprises experts drawn from wide-ranging corporations and agencies and is chaired by a member selected from Haymarket’s ranks.

2022
PR Event (Gold Award)
Best Use of Digital (Silver Award)
Public Sector (Bronze Award)
Japan/Korea PR Campaign of the Year (Bronze Award)
“TOKYO GEIDAI ART FES” for Tokyo University of the Arts

2016
Best Use of Analytics (Gold Award)
“LOVE THERMO#WarmUpWithLove” for Panasonic Corporation

2009
Campaign of the Year
Business to Business Campaign
Public Affairs Campaign
“Japan’s milk price problem: The 30-year challenge” for Japan Dairy Council

SABRE Awards

(SABRE: Superior Achievement in Branding, Reputation and Engagement)

This is the largest PR industry award in terms of number of entries. Awards are held in each of six regions around the world, and the top projects are nominated for the Global SABRE Awards

2020
Global SABRE Award 2020
“Saving Laundry from Zombie Odors” for Lion Corporation

2018
North Asia PR Consultancy of the Year
Global SABRE 2018
“Changing Housework from a JOB to JOY” for Procter and Gamble Japan

2015, 2009
Japan Consultancy of the Year

Cannes Lions International Festival of Creativity

Held as an independent celebration since 1954, the Cannes Lions International Festival of Creativity began as a cinema advertising contractors' competition as part of the Cannes Film Festival. The festival's scale, its prestigious jury, and caliber of entries make Cannes Lions one of the most renowned of all international advertising awards.

2017
Mobile Category Grand Prix Award
"THE FAMILY WAY" for Recruit Co., Ltd.





dentsu

