

A hand holding a glowing world map with network lines and nodes. The map is composed of a grid of small white dots, and the network lines are thin white lines connecting various points. The background is a blurred image of a hand holding a glowing world map with network lines and nodes. The overall color palette is warm, with orange and yellow tones. The text is white and set against a black background.

Dentsu PR Consulting | Global Business Dept.

## About Our Global Promotion and Communication Support

dentsu PR consulting



## Introduction

The global business teams of Dentsu PR Consulting provide worldwide promotion and communication support to companies, organizations, government entities and others expanding their reach globally, whether from Japan to overseas or from overseas to Japan.

Introduced here are the solutions and services we offer, drawing on global knowledge and experience, in awareness of the differences between domestic and overseas PR environments (markets, cultures, etc.) as well as their points in common.



# About Dentsu PR Consulting

## Company Overview

**Dentsu PR Consulting is one of Japan's largest PR companies. We provide comprehensive solutions for communication needs, with our highly detailed planning and powerful implementation capability.**



## Company Features

Dentsu PR Consulting is one of Japan's largest communication firms, well equipped with the ability both to make and carry out strategic and highly specific creative proposals, in response to all the communication needs of our clients, whether in Japan or overseas.

Thanks to our broad variety of clients, extending from Fortune 500 and Nikkei 225 corporations to startups, Japanese and overseas government entities, academic research institutes, and trade associations, we have accumulated vast amounts of case experience and know-how. Our staff, full of diverse expertise, draw on these resources in their daily work of solving client issues.

Our partnerships with Dentsu Aegis Network and with MSLGroup (a subsidiary of the French Publicis Groupe) have further enhanced our ability not only to solve issues in Japan but to take on global needs and projects. Equipped with specialized expertise and implementation capability, we are ready to draw up strategy proposals aimed at a wide range of stakeholders, not limited to media and consumers, to carry out the proposals, and to provide follow-up support. A firm with good reasons to choose—that is Dentsu PR Consulting.

## Company Data

- Established: September 20, 1961
- Head Office: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
- President & CEO: Takamasa Yamaguchi
- Capital: 40 million yen (wholly owned subsidiary of Dentsu Group Inc.)
- Employees: Approx. 300
- Net Sales: More than 10 billion yen
- History of Awards:
  - “The Holmes Report Japan Consultancy of the Year”
  - “Asia Pacific SABRE Award”
  - “Global SABRE Award”
  - “PR Week Award Asia”
  - “IPRA Golden World Award”
  - “SPIKES Asia Festival of Creativity”
  - “WOMMY Award”



## Provided Solutions

### Marketing Comm

- ❖ Brand Strategy
- ❖ Integrated Marketing Strategy
- ❖ Digital Communication Strategy
- ❖ Content Marketing Strategy
- ❖ Global Communication Strategy
- ❖ Creative Direction
- ❖ Branded Movie Planning and Production
- ❖ Viral Movie Planning and Production
- ❖ Marketing Research Planning and Implementation
- ❖ Social Listening Planning and Implementation

Note: All solutions can be provided worldwide.

### Corporate Comm

- ❖ Issue Management and Consulting
- ❖ Crisis Management and Emergency Response
- ❖ Financial Communication and Consulting
- ❖ IR Communication and Consulting
- ❖ CSR Communication and Consulting
- ❖ Internal Communication and Consulting
- ❖ Overseas Expansion Strategy and Consulting
- ❖ Corporate Promotional Capability Surveys (implemented by C.S.I.)
- ❖ Corporate Communication Strategic Studies Institute (C.S.I.)

### Influencer Outreach

- ❖ Influencer/Celebrity Communication
- ❖ Relationship Building with Key Opinion Leaders (KOL)
- ❖ Owned Media Operation & Building Support
- ❖ Social Media Operation & Building Support
- ❖ Relationship Building with Digital Media
- ❖ Relationship Building with Paper Media
- ❖ Relationship Building with TV Media
- ❖ Planning and Management of Press Conferences
- ❖ Planning and Management of Events for Consumers



Clients turn to Dentsu PR Consulting for the most comprehensive set of solutions in Japan along with the strong ability to carry them out.

We promise total, holistic support from marketing to branding, crisis management, and global PR.

## Overseas Network

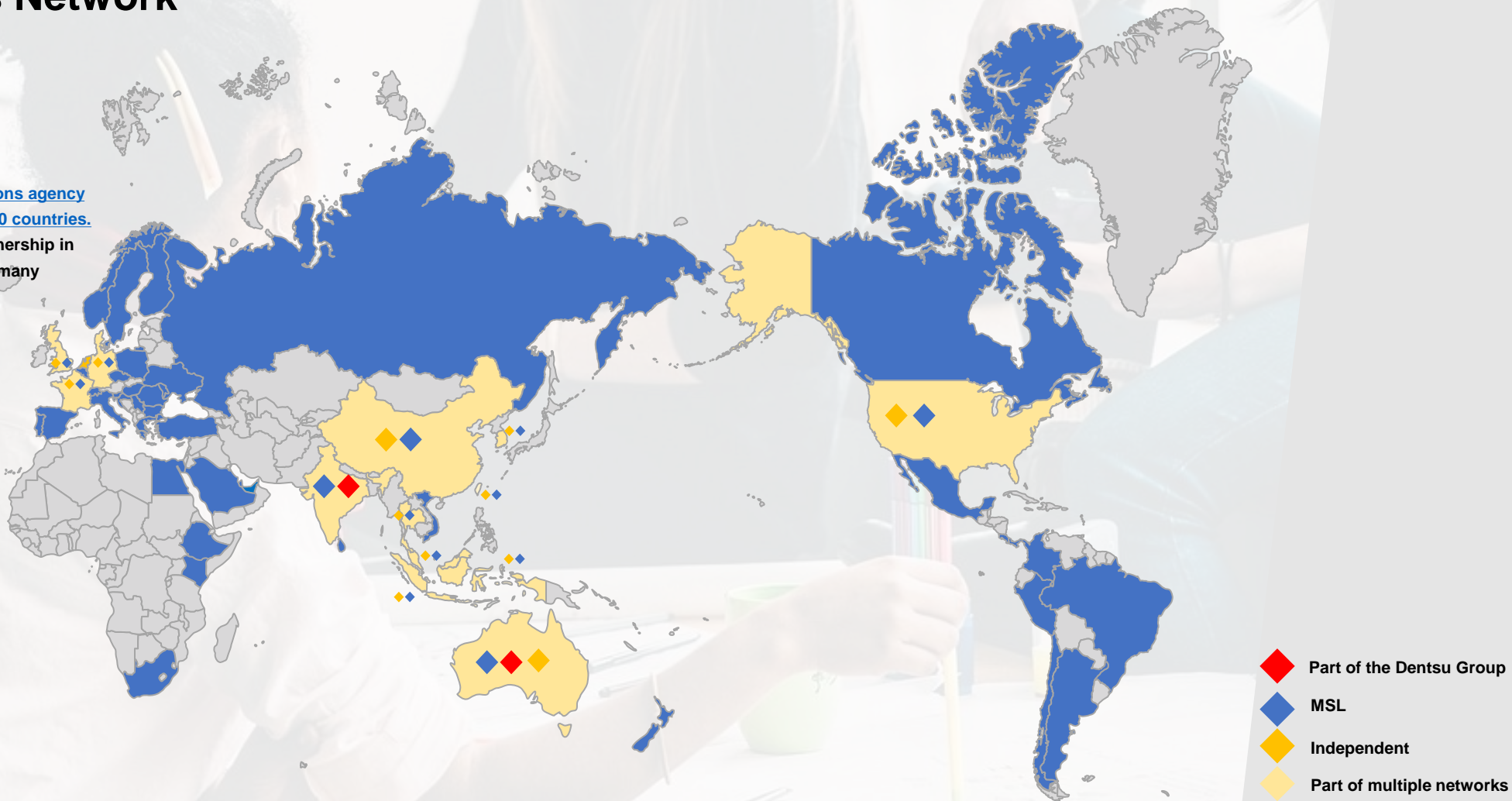
# MSL

Influence. Impact.

### MSLGROUP

A comprehensive public relations agency with operations in more than 40 countries.

Since forming a business partnership in 2010, we have collaborated in many countries worldwide.



Note: A suitable agency can be chosen for the time and project.



**Fundamental differences between domestic and overseas PR environments**  
**Changes in PR environment common to Japan and overseas**

## Fundamental differences between domestic and overseas PR environments

The fundamental difference between the PR environments for “Out-In: Overseas companies entering Japan” and “In-Out: Domestic companies expanding overseas” is between “Domestic: Media-led” and “Overseas: Journalist-led.” The key is how relationships are built with the relevant media or journalists.

### [Domestic]: Media-led

In Japan, mass media are highly influential, so relationship building with media is an important part of PR strategy.



### [Overseas]: Journalist-led

Media cultures overseas are formed by highly specialized journalists, so relationship building with journalists is an important part of PR strategy.





## Changes in PR environment common to Japan and overseas

### Growing influence of social media and platformers, and border-crossing information

- In an age of one smartphone per person globally, time spent online is carving out a larger portion of daily living time, and information viewing and intake on social media and platforms have surpassed traditional media.
- As a result, the utterances and posts of celebrities, KOLs, and influencers, crossing borders, today have a huge impact in the shaping of public opinion throughout the world.
- No longer limited to news commentary shaped simply by media exposure, today the awareness of trends on social media and platforms has become extremely important.

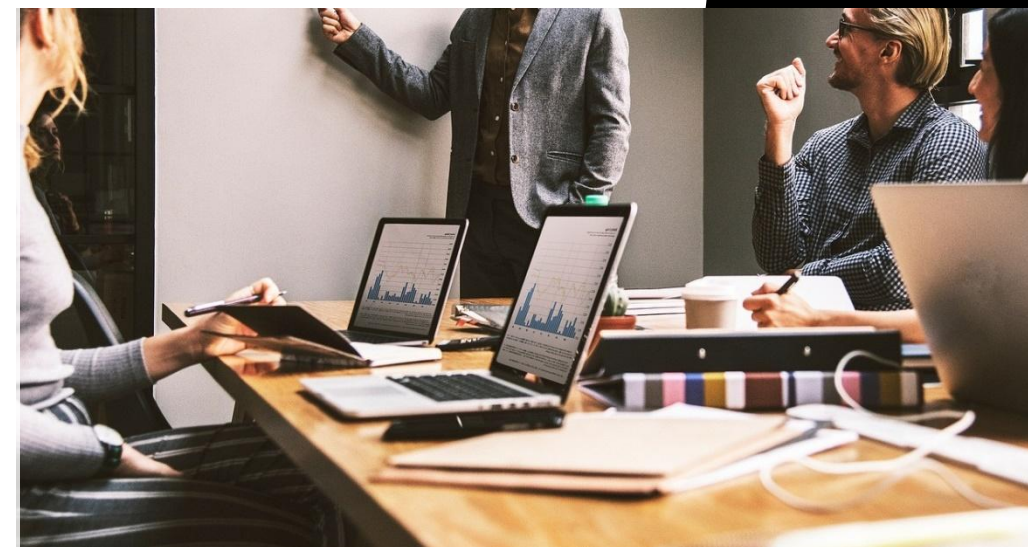


**Provision of Solutions and Services**

## Meeting the Objectives of Promotion and Communication in Japan and Overseas

Companies, organizations, government entities, and others expanding their reach globally, with the aim of expanding high-quality business or other services overseas, have three main objectives in conducting global PR. We have a diverse lineup of solutions and programs to help them achieve these purposes.

- **To promote their corporate and product brand.**  
(Including promoting understanding of their corporate activities)
- **To achieve quality recruiting and obtain global human resources.**
- **To build a favorable image enabling local business to be conducted smoothly. Etc.**



## Basic Approach to Service Provision

# One-Stop PR Solutions Both in Japan and Overseas

In addition to such matters as awareness of trends given the differences in domestic and overseas PR environments and the growing impact of social media and platformers, essential processes include analysis of the current state and issue identification to gain an awareness of your company's position and potential, such as the company/product name recognition and brand image in the target country. Based on this awareness, we then provide one-stop PR activities in the target country, such as PR strategy formulation/action planning and specific promotion and communication of information.

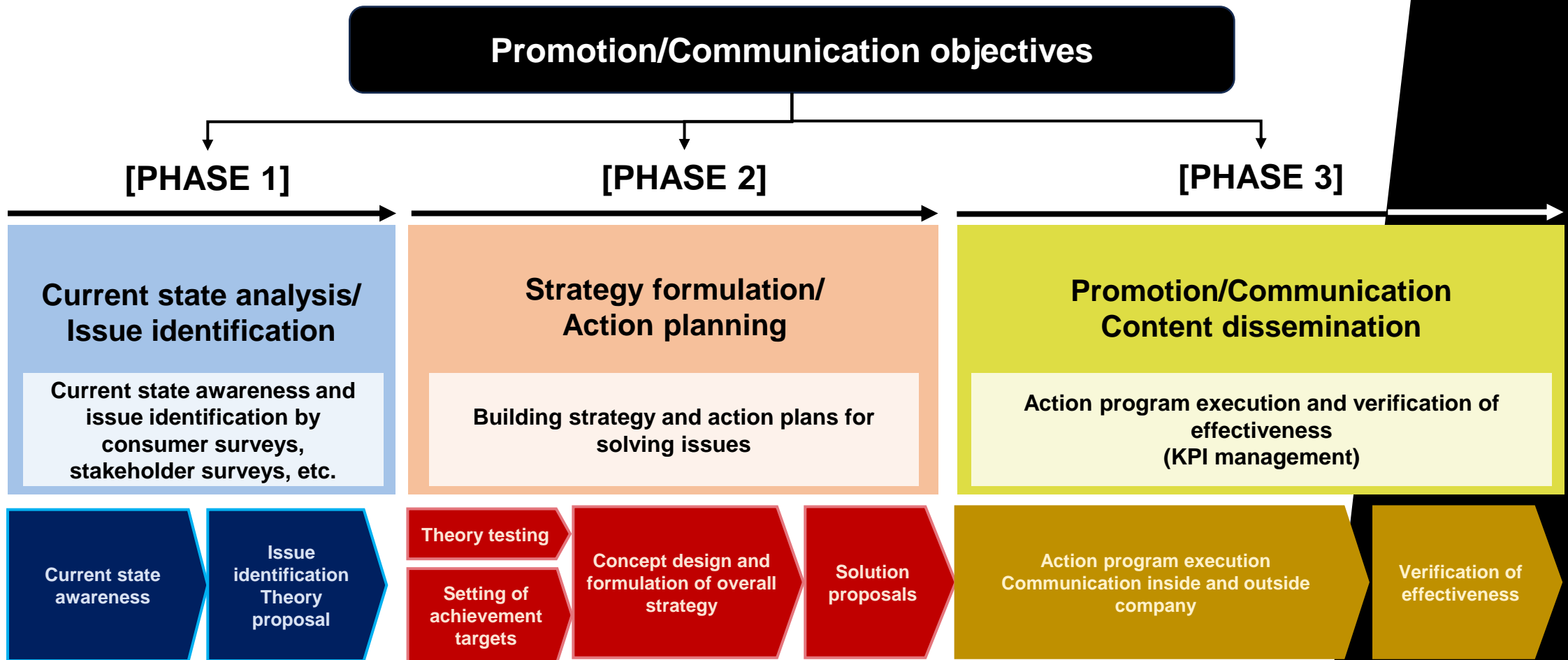
**Current state analysis and issue identification**

**PR strategy formulation and action planning**

**Promotion/Communication content dissemination**



## Overall Framework of the Provided One-Stop PR Solutions and Services





**[PHASE 1]**  
**Current state analysis/issue identification**

[PHASE 1]

[PHASE 2]

[PHASE 3]



**Current state analysis/  
Issue identification**

**Strategy formulation/  
Action planning**

**Promotion/Communication  
content dissemination**



## Differences in Domestic and Overseas Perceptions

### **[Domestic]** **Mass media-led shaping of public opinion and consumer awareness**

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Attention must be paid to how news reports by the mass media, notably the major TV stations and nationwide daily newspapers, and advertising campaigns in mass media, shape consumer perceptions of the significance to society and the value of companies and products, etc.



### **[Overseas]** **Journalist/owned media-led shaping of public opinion and consumer awareness**

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Overseas, with the large number of channels, attention must be paid to how consumer perceptions of the significance to society and the value of companies and products are shaped by journalists, specialized magazines, and owned media statements, hooked by new product facts and top management presence, etc.



## Shared Awareness in Japan and Overseas

# [Points in Common] Impact on consumers from social media comments and reports by KOL and influencers

Attention must be paid to how social media comments and reports by KOL and influencers shape consumer perceptions of the significance to society and the value of companies and products, etc.

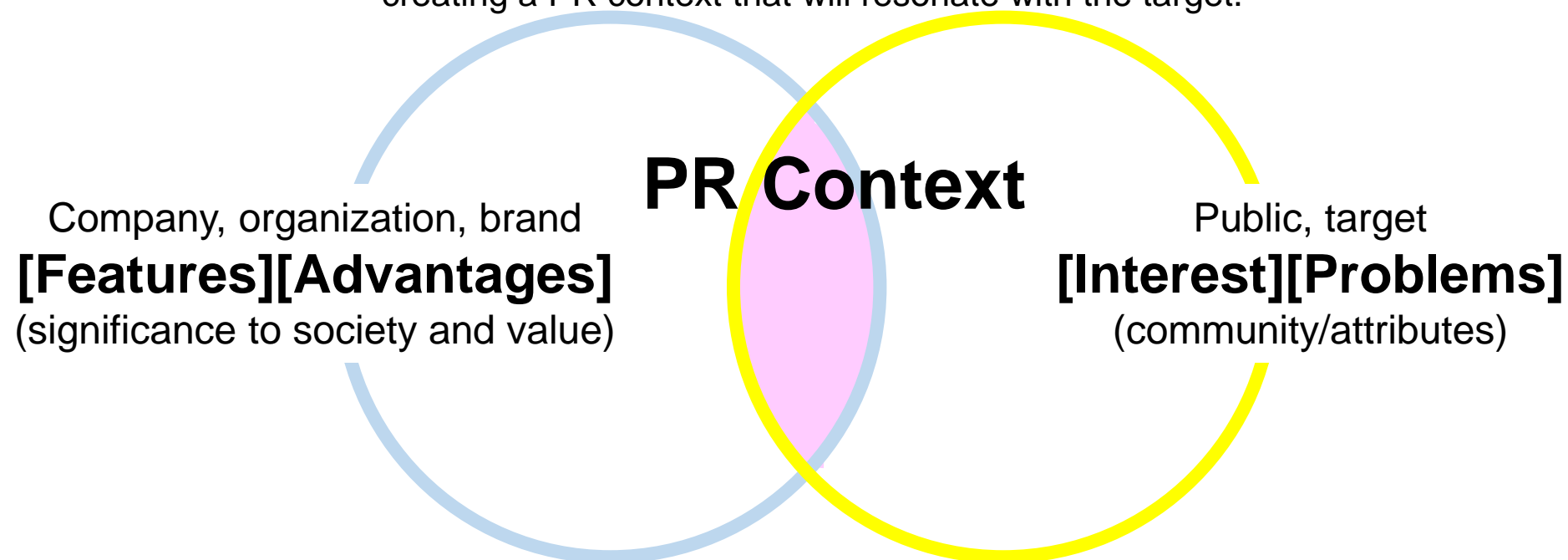


## Overview of Provided Services

After determining public opinion and other trends in the target area and how the company, organization, government entity or other client operating globally in that area is seen there (name recognition, value, etc.), we identify issues for developing a PR context suited to the objectives.

### Eclipse Model

Overlaying the **Features and Advantages** of the company, organization, government entity or other client on public **Interest and Discontent**, we apply our own original methodology in creating a PR context that will resonate with the target.



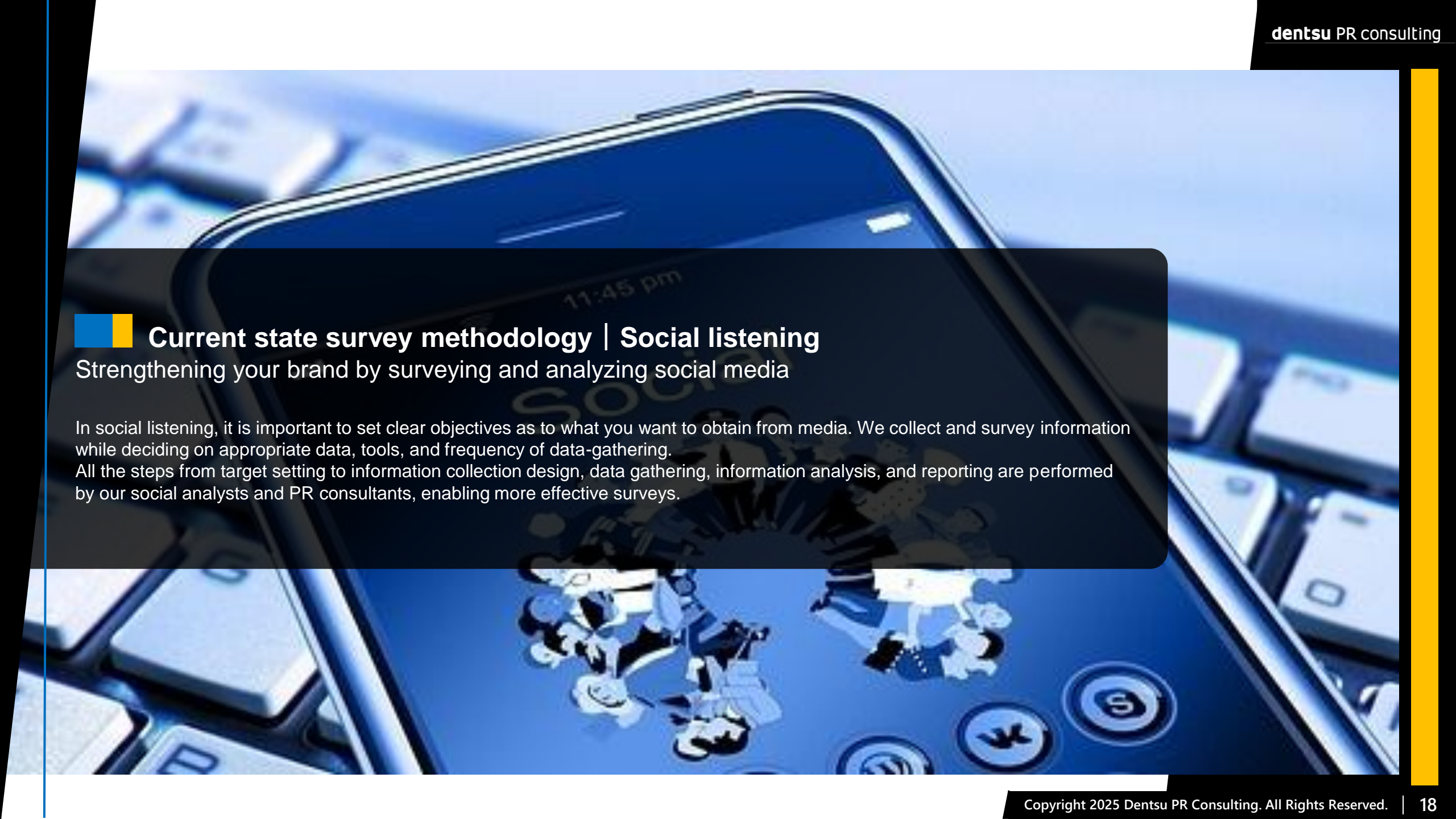


## Current state survey methodology | Analysis of news coverage

The news coverage situation of your company and a benchmark company or companies are analyzed and used in formulating PR strategy and measuring effectiveness

For carrying out more effective PR activities, “analysis of the current state” in the “Plan” (action planning) phase and “verification of effectiveness” in the “Check” (measuring PR effectiveness) phase of the PDCA cycle are highly important. Analysis of news coverage means conducting survey analysis from the viewpoint of how the company is being reported in the news, for the purpose of “analysis of the current state” and “verification of effectiveness.”

By analyzing how your company and a benchmark company or companies are being reported on, the results can be used as basic data for formulating PR activities strategy. From the trends in news coverage, we also extract issues with current communication activities and provide consulting on subsequent PR strategy.



## Current state survey methodology | Social listening

Strengthening your brand by surveying and analyzing social media

In social listening, it is important to set clear objectives as to what you want to obtain from media. We collect and survey information while deciding on appropriate data, tools, and frequency of data-gathering. All the steps from target setting to information collection design, data gathering, information analysis, and reporting are performed by our social analysts and PR consultants, enabling more effective surveys.

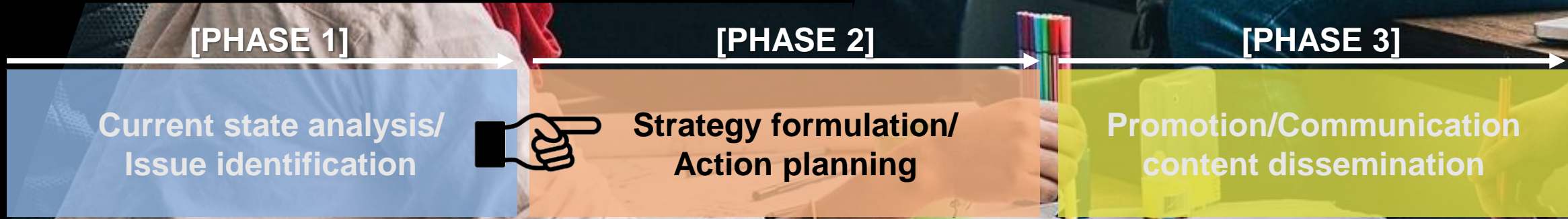
## ■ ■ Current state survey methodology | Marketing surveys

### Determining your company's position with quantitative surveys

Measuring quantitatively and qualitatively how stakeholders assess your company and its products and services, and looking at how this differs from competitors and at the needs gap, enables PR activities to be carried out strategically. At every PDCA cycle phase, whether “surveys for building strategy and searching for ways to solve issues,” “surveys for creating PR materials,” “surveys for measuring the effectiveness of activities,” or “surveys for revising plans,” our proposals come with the “media perspective” and “general consumer perspective” provided best by a comprehensive PR company.



**[PHASE 2]**  
**Strategy formulation/Action planning**



## Differences in Domestic and Overseas Perceptions

### [Domestic]

#### Building strategy starting from values and themes covered by mass media and of high interest to the public

In Japan, where mass media is strongly influential, PR strategy and actions are required that provide as news sources the kinds of content the media are likely to take up, such as company/product facts, value proposition, and activities, starting from values and themes of high interest to the public.



### [Overseas]

#### Building strategy starting from the utterances and communication by top management in the context of stakeholder capitalism

Outside Japan, in countries where stakeholder capitalism is strong and attention tends to gather around the aura of top management and their utterances and communications to the outside, PR strategy and actions are required that communicate company/product facts, value proposition, and activities, starting from top management.



## Shared Awareness in Japan and Overseas

### [Points in Common (1)]

#### **Building strategy that emphasizes sustainability, taking into consideration social trends, global issues, and other concerns of society**

PR strategy and actions are required that emphasize sustainability that creates new value, in the face of worldwide issues such as global warming, energy problems, and other social issues, aiming to raise the corporate and brand value along with the sustainable growth of society, and attempting to solve social issues with the company's own assets, business, and guiding principles.



## Shared Awareness in Japan and Overseas

### [Points in Common (2)]

#### Building strategy taking into consideration crisis management and risk management

PR strategy and actions are required that take into consideration crisis management and risk management in case a scandal, compliance problem or the like erupts into a social media frenzy.



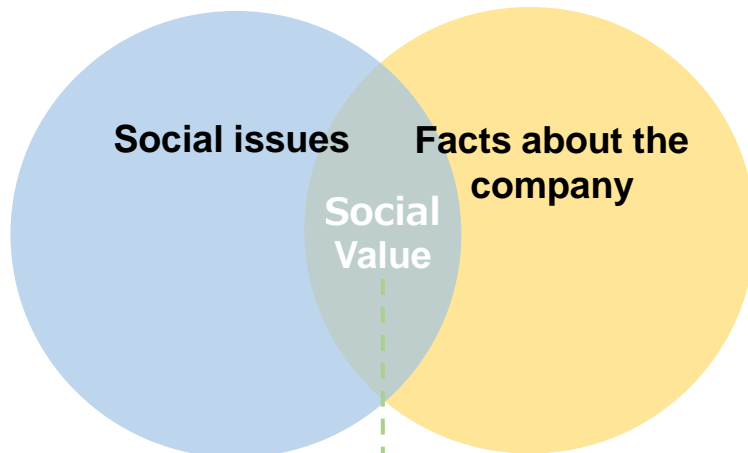
## Overview of Provided Services

# From “creating a buzz” to “creating value”

Demanded now are activities that boost the “public relations” aspect of promotional activities by transforming to strategic promotion that leads value creation, facing up to social issues and giving substance to a new issue-solving type of social value creation.

### “Social Value”: Facts leading to value-creating communication

From the various issues facing society, selecting those that resonate with priority stakeholders and working toward realizing their solution will lead to creation of new social value.



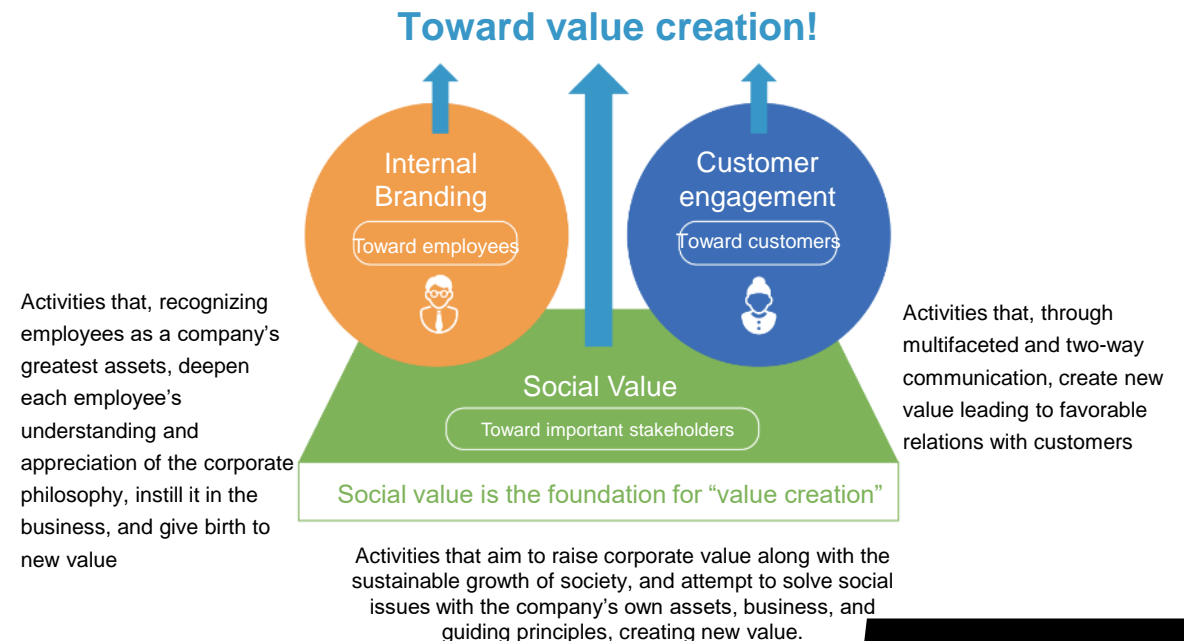
### Social value

Applying the strengths of the company to issues confronting society, create social value and become a company attractive to stakeholders

### Three approaches to realizing “value-creating promotion”

Priority targets are identified for successful “value-creating” promotion, and the following three typical approaches to those targets are set.

Three approaches for going from “creating a buzz” to “creating value”



## Overview of Provided Services

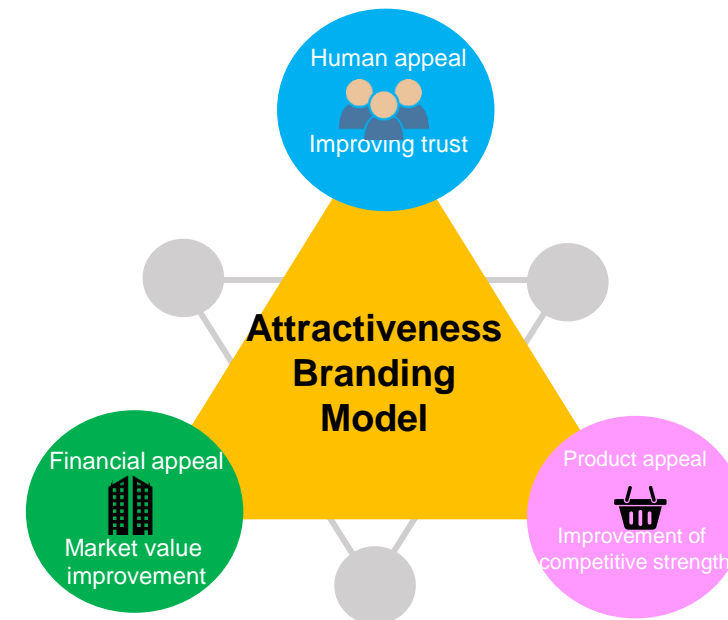
# Branding

Becoming a brand that can share stakeholders. We support strategy proposal and activities for raising the brand value of the corporation/organization/product/service.

### [Total branding with three elements]

Paying special attention to the branding process, in the initial environment analysis performed internally and from the outside, the analysis is made around three elements making up the corporate brand and its reputation, namely, "product appeal," "human appeal," and "financial appeal."

Approaching branding from such PR standpoints leads to activities for raising brand value, from changing employee awareness to key target perception management.



## Overview of Provided Services

# Top management communication

For heightening the presentation ability of top management, we provide services from speech writing to image consulting, mainly through one-on-one practical training. Holistic consulting is provided regarding the top management presence (aura).

### [Techniques for raising top management presentation ability and enhancing corporate PR and promotional capabilities]

When the attention of stakeholders is heightened, so that not only the media but shareholders, analysts, employees, ordinary consumers, intellectuals and many others come to have expectations about statements of top management, then if something goes wrong, top management becomes the target of criticism. We have multiple programs for improving the presentation capability of top management.

#### **Speech writing**

We assist with preparation of manuscripts for specific presentation or speech opportunities.

We begin by analyzing news reports and asking for the views of experts, aimed at grasping the social environment of the company, then create a story taking into consideration the perspective of how it will be received by the target audience, and carry out keyword development. From there we go on to create a manuscript, closely aligned with the company's current situation and future vision, while taking care to make it easy to convey to the target audience and easy for the speaker to present.

#### **Public speaking training**

Of equal importance to deciding what to say are the techniques for making the presentation a compelling one.

Public speaking training is conducted with the speaker, pointing out the peculiarities in each person's speaking style, and building a presentation style on that basis, drawing out the individuality of that person.



## Overview of Provided Services

# Internal communication

Based on our Internal Branding® model, we provide optimal communication strategy proposals and solutions for reforming the institutional climate.

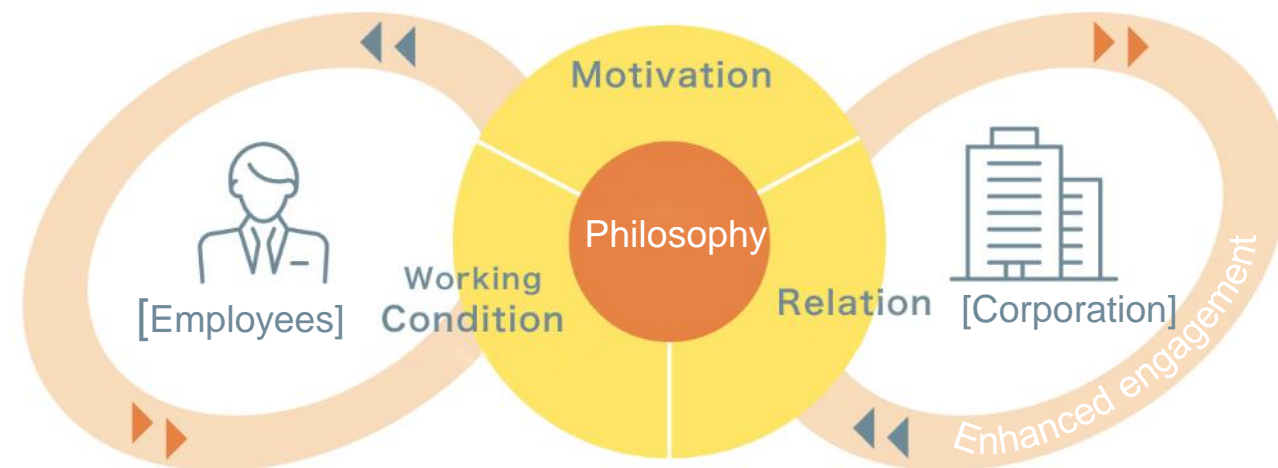
### [Internal Branding® as a foundation for strengthening company-employee engagement]

Internal Branding® was registered in 2003 as a trademark of Dentsu PR Consulting. It is an approach to branding that involves creating power to attract people and raising the value of an organization by sharing issues within the organization and acting together with the same consciousness toward one vision (goal).

Note: Internal Branding is a registered trademark of Dentsu PR Consulting.



### Strengthening corporate brand power



## Overview of Provided Services

### Dedicated planning team PRX Studio Q

By incorporating the viewpoint of the public in all kinds of areas, including business administration, R&D, marketing, branding, HR, and hiring, and by designing projects by whatever method works, new business growth is achieved.



#### PRX Studio Q (PR Transformation Studio Q)

“PR techniques in all business areas.”

Q guarantees PR transformation that goes beyond the boundaries of conventional PR companies. By incorporating the viewpoint of the public in all kinds of areas, including business administration, R&D, marketing, branding, HR, and hiring, and by designing projects by any means necessary, new business growth is achieved.



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

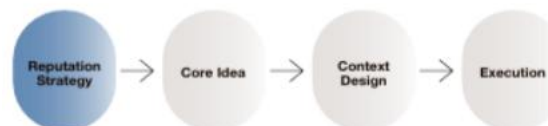
#### Overall production

Total service is provided from issue discovery to implementation. This is the strength of Q, with functions in each of the areas of strategy, PR, social media, creative, and risk management.



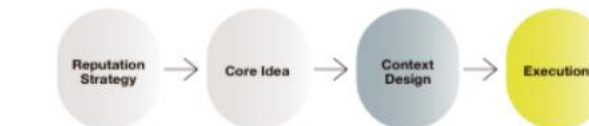
#### Workshop/facilitation

If all you want is hints for deepening discussion in house, we will instantly set up workshops as venues for sparking ideas.



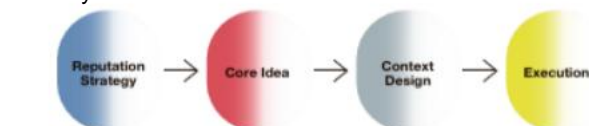
#### Context planning

When core ideas have been decided, planning and implementation are carried out aimed at maximizing the result of creating an ideal context if these ideas are delivered to the public.



#### Consulting/advising

Even if you want to store up know-how in your own company and do the main planning and production in house, we can collaborate in those processes. While providing consulting based on applying PR thinking to all processes, we will run side by side with you.



## Overview of Provided Services

### Dedicated digital team Digital Solutions Unit

Today when the digital society and digital lifestyle are accelerating, use of digital technology in PR is essential. We provide solutions in areas such as social media strategy and influencer policy, drawing on our development and research on diverse digital methodologies.

#### Digital Solutions Unit

In an era when digital gives birth to many feelings and draws responses from consumers, the use of digital is an essential element in PR.

Based on PR thinking and techniques, and giving importance to staying tuned to the feelings of each consumer, we develop and conduct research on diverse digital solutions, in areas including social media, influencer policy, digital advertising, websites, immersive events, AI, and social risk measures.

Based on PR thinking and techniques, working for a better tomorrow with Digital and Creative

Themes of our initiatives

##### – Social Experience

Promoting an optimal consumer experience on social media and other digital media

##### – Interface Design

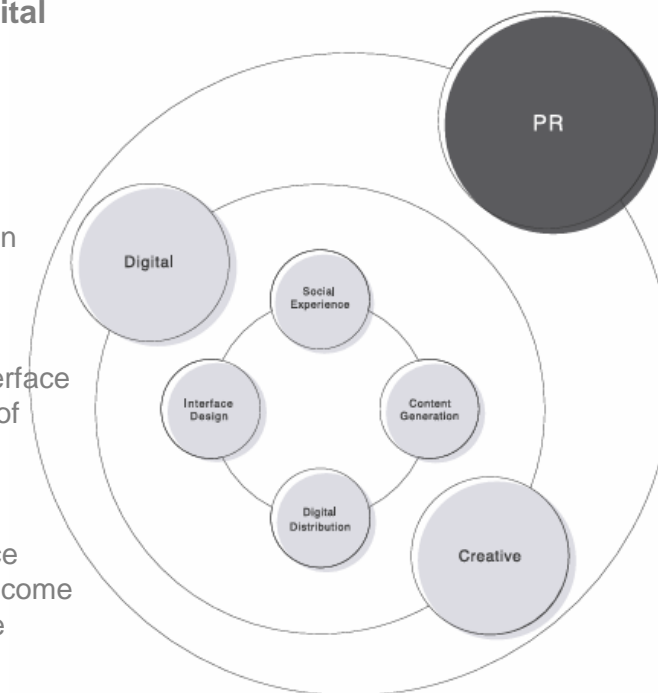
Providing higher-dimensional value at the interface between real and digital, from the standpoint of consumers

##### – Digital Distribution

Continuing to optimize information conveyance using digital media, even as the ways people come in contact with information continue to change

##### – Content Generation

Creating content of value to consumers and managing the platform for properly communicating that content



## Overview of Provided Services

### Crisis Response/Risk Management

Skill at crisis management, in cases of compliance or safety problems, product accidents, social media flare-ups or the like, is crucial to the continued existence of a company or organization. Along with assistance in an emergency, we provide total support for strengthening your crisis management capability, from prevention to ensuring there are no recurrences.

#### [Assisting with emergency response]

When you are confronted with a crisis, our staff with their media experience and insight will provide advice and overall support, from the initial occurrence to the holding of an emergency press conference, aimed at minimizing loss of trust and financial loss.



#### [Simulation training]

By experiencing many different situations in an “emergency response headquarters,” from decision-making to choosing the response policy and preparing for explanations outside the organization, more practical actions can be learned.



# Overview of Provided Services

## Corporate Communication Strategic Studies Institute (C.S.I.)

The Corporate Communication Strategic Studies Institute (C.S.I.) is a research team that, working with experts in fields such as corporate management and promotion (university professors, researchers, etc.), conducts surveys, analysis, and research on corporate PR strategy and organizational structure. It can also provide specialized support.



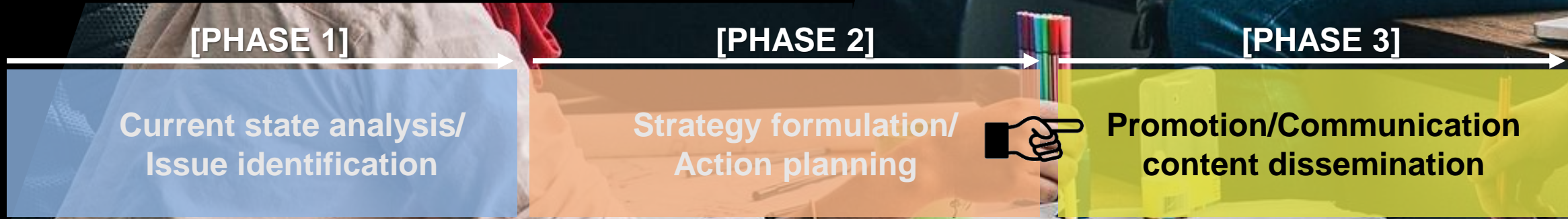
Corporate Communication Strategic Studies Institute  
**C.S.I.**  
 Corporate communication Strategic studies Institute

A research organization in Dentsu PR Consulting that, working with experts in fields such as corporate management and promotion (university professors, researchers), conducts surveys, analysis, and research on corporate PR strategy and organizational structure, etc.

PR Management	Branding	Risk Management	Public Affairs
<p><b>Promotion octopus model</b></p>	<p><b>Attractiveness Branding Model</b></p>	<p><b>Risk management pentagon model</b></p>	<p><b>Innovation PA Model</b></p>
<p><b>Eight promotional capabilities for creating a better business environment and how to hone them</b></p> <p><u>Surveys of PR people in companies</u>                  A company's promotional capabilities can be analyzed by getting answers to 80 questions.</p>	<p><b>How to refine and convey "appeal" that heightens corporate value</b></p> <p><u>Consumer awareness surveys</u>                  By surveying 10,000 consumers (500 per industry type) about the attractiveness of 200 companies (10 per industry type), what kinds of appeals (facts) are being conveyed in what way can be verified.  <small>Note: Awareness surveys of newly hired employees are also available. They do not, however, ask about specific company names.</small></p>	<p><b>Toward sustained growth five kinds of crisis management capabilities and how to hone them</b></p> <p><u>Surveys of crisis management people in companies</u>                  A company's crisis management capability can be analyzed by getting answers to 50 questions. The 2019 edition also surveyed ordinary consumers about corporate crisis management capability.</p>	<p><b>How to create social value and engagement that will impact public opinion and policy</b></p> <p><u>Case analysis/Al analysis</u>                  Created a model reflecting the importance of impacting public opinion and policy in the order Social value→Evidence→Engagement. Conducted case analysis and interviewed parties concerned to verify the model. Carried out surveys and research on social value trends in cooperation with the Univ. of Tokyo and hottolink.</p>



# [PHASE 3] Promotion/Communication content dissemination



## Differences in Domestic and Overseas Perceptions

### [Domestic]

**Comprehensive content dissemination design based on thorough familiarity with PESO media characteristics and information distribution structures**

In Japan, where information structures revolve around mass media, we carry out promotion and communication by designing comprehensive content dissemination campaigns based on thorough familiarity with the characteristics of each type of PESO (Creative + Paid/Earned/Shared/Owned) media and information distribution structures, centering around media relations.

**Paid  
Media**

**Earned  
Media**

**Shared  
Media**

**Owned  
Media**

### [Overseas]

**Content dissemination engaging journalists and the like, with private shows and owned media as starting point**

Overseas, where media structures are less entrenched, owned media and exhibits at large-scale conventions are also main content dissemination means, but our promotion and communication also take into account recent trends, such as engaging journalists for private shows and making use of owned media-centered content dissemination and video content.



## Shared Awareness in Japan and Overseas

### [Points in Common (1)]

#### Creating topicality with the image of products and services being taken up by others

Now that the impact of social media has come to rise above that of traditional media, our aim is not to control information but to provide materials and topics that remain in existence for as long as possible. Among the methods are providing content that lives on social media, holding events that are taken up by influencers, showing locations and products that make for good photo material, and promoting through comprehensive images of products and services being taken up by others.



## Shared Awareness in Japan and Overseas

### [Points in Common (2)]

## Well-timed amplifying and spreading of topics aligned to matters of high interest to many people and their needs

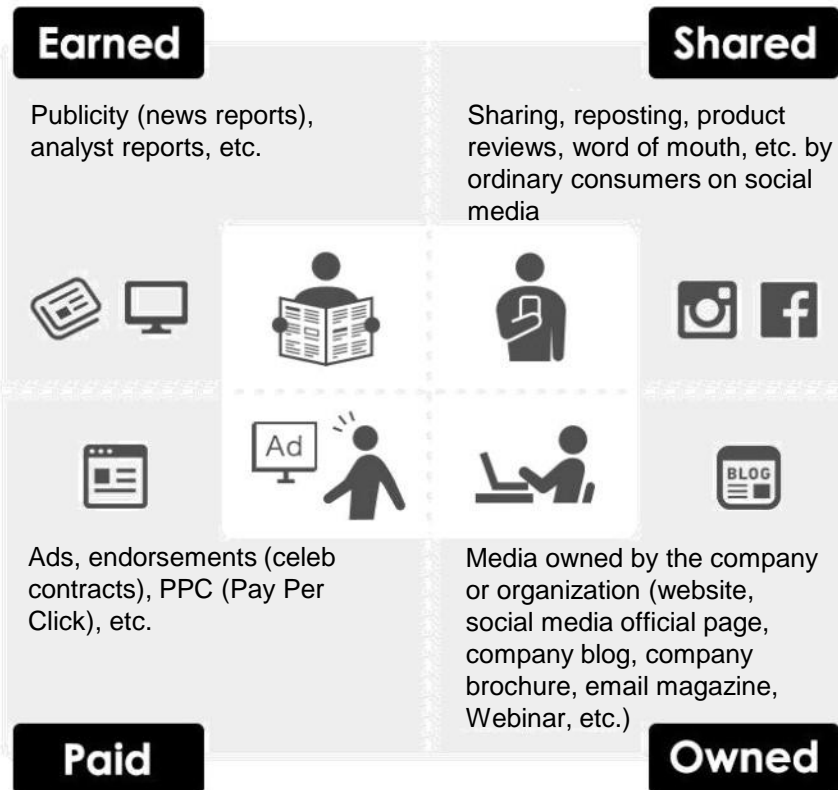
By creating the opportunities for well-timed promotion and communication about topics aligned to matters of high interest to many people and their needs, considering seasonality, timeliness, social trends, novelty, etc., we build topicality while amplifying and spreading topics.



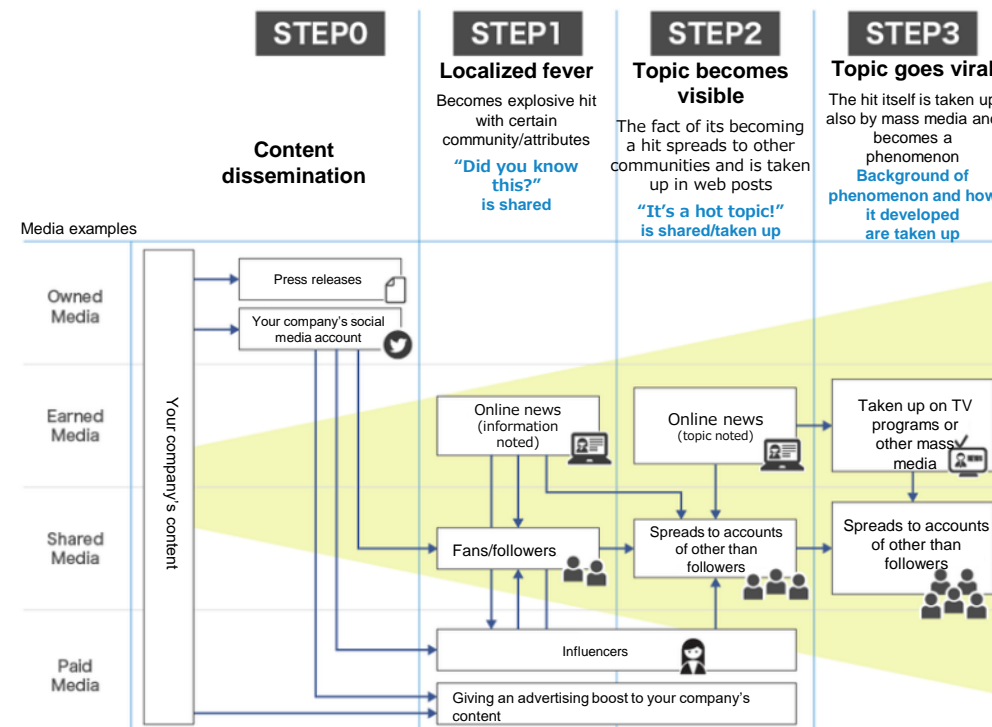
# Overview of Provided Services

## PESO content dissemination

Staff thoroughly familiar with the characteristics of each type of PESO (Creative + Paid/Earned/Shared/Owned) media, as well as information distribution structures, design comprehensive content dissemination and carry out promotion and communication campaigns.



## Information distribution structure (example)



## Overview of Provided Services

### Retainer Support Program

Applying our wealth of relationships and know-how acquired over more than 60 years, we provide powerful support for the creation and dissemination of content from a media standpoint (consumer standpoint). We will also help you with raising the level of your promotional skills and with building a system that can run on its own.

Retainer contract: To start, we provide free seminars on understanding media and creating news releases.

**(a)** Writing informative news releases

#### Information production (news release preparation)

A context and message are created as a starting point for the media and the public, after first deciding the target audience and what you would like them to think, then working backward from there.

**(b)** Making sure the message is delivered

#### Content dissemination (news release distribution)

Full coverage of the target media, drawing up and managing an original media list and making use of our own wire distribution

**(c)** Activities by dedicated teams for each category

#### Media Relations

Dedicated teams for each media category, including TV, newspapers, magazines, and the web, promote the news release

**(d)** Writing informative news releases

#### Verification of effectiveness

Numerical and other data are compiled as to the news release content and diffusion, being sure to reflect them in subsequent releases

## Overview of Provided Services

# Catch Asia Borderless Media Network

We offer a service that reliably delivers, in the local languages, the news content of our corporate or governmental clients in video form, making use of the national and main commercial media in five ASEAN countries and India's wire services.

### [Multi-language and local language broadcasts]

The national and major broadcasting stations of five ASEAN countries and India's wire services broadcast video news segments in the language of each country.

### [Specialized video production]

Taking advantage of the network forged over the years with local media in ASEAN and India, directors knowledgeable about the local situation plan videos from a news standpoint.

### [Individual distribution is also possible]

Distribution can be made separately to one or more countries selected from among five ASEAN nations and India.

**dentsu**  
PR consulting

Video production from a news standpoint and PR standpoint  
Planning and story creation, video production, and script preparation for distribution



### Partner media

National and major broadcasting stations of five ASEAN countries (Indonesia, Malaysia, Thailand, Vietnam, Cambodia)



Distribution in the local languages of each country, on programs broadcast by each station and on a digital platform

South Asia's largest wire service (Reuter affiliate)



Distribution in more than 17 languages on 51 broadcast channels in 7 countries

**ANI (India)**  
Asian News International

Distribution of video articles to more than 100 news sites worldwide

Distribution on ANI's multi-language social media service

Potential reach of up to 5.393 billion people or more

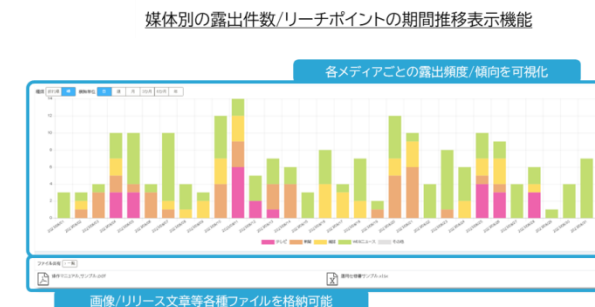
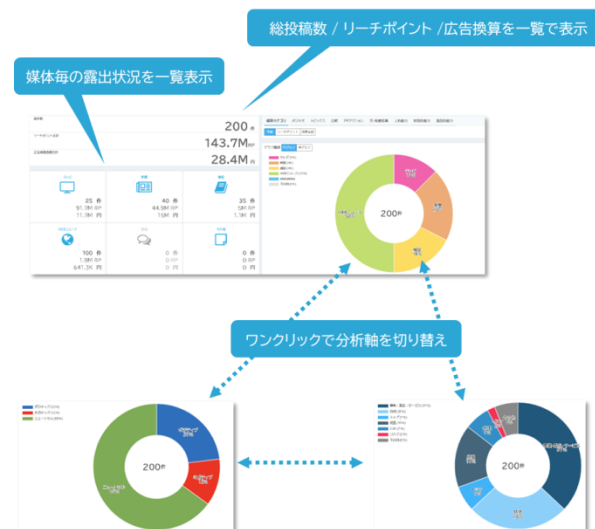
# Overview of Provided Services

## PRMD (PR Matrix Dashboard)

Our original business intelligence tool for measuring the effectiveness of promotion and PR can obtain information comprehensively, systematically, and efficiently. From setting the classification approach as the KPI of promotion and PR activities to performing measurements, the PDCA cycle is realized.



### Sample PR Matrix Dashboard images



取得記事一覧表示機能

登録記事の検索機能

全媒体の露出情報が一覧で確認

No.	種別	発元	日時	掲載メディア	掲載グループ	リーチポイント	露出回数
3353	@sample	サンプル企業	2022-03-09	TV SNS	Twitter	502	21.1+9%
3372	@sample	サンプル企業	2022-03-17	TV SNS	Twitter	896	21.1+9%
962	TANAKAコーポ	サンプル企業	2022-03-06	WEBニュース		5,491,437	
961	TANAKAコーポ	サンプル企業	2022-03-06	WEBニュース		5,491,437	
960	MY J JCOM	サンプル企業	2022-03-06	WEBニュース		1,975	
3401	@sample	サンプル企業	2022-03-12	TV SNS	Twitter	891	21.1+9%
3297	@sample	サンプル企業	2022-03-11	TV SNS	Twitter	1,551	21.1+9%
3297	@sample	サンプル企業	2022-03-04	TV SNS	Twitter	28	21.1+9%
911	日本経済新聞	サンプル企業	2022-03-05	WEBニュース		390,234	
3780	@sample	サンプル企業	2022-03-11	TV SNS	Twitter	15	21.1+9%
350	読売新聞(朝刊)	サンプル企業	2022-02-23	紙新聞		30,000	
646	読売新聞(夕刊)	サンプル企業	2022-02-27	紙新聞		29,832	

### Managed by uniform measurement criteria

The total numbers of people potentially reached are estimated for exposure on each media (TV/newspapers, magazines/web) and used as measurement indicators. Comparative assessment can be made of the effectiveness of exposure on each media.

### Leading to "analysis"

Going beyond simple visualization of monitoring, we design a platform for classifying and aggregating data, leading to the analysis necessary for looking back, from the perspective of what needs to be clarified for the sake of decision-making.



# Our Global and Domestic Clients



## Our Global and Domestic Clients

**Our clients include a wide range of domestic and overseas companies, organizations, government entities, and educational institutes, for whom we provide global support.**

Of the companies we served from January to December 2024,

- 37 companies in the 2024 Fortune Global 500(\*1)
- 73 companies in the Nikkei Index 225(\*2)

are among our clients.

We also provide support services to other domestic and overseas companies, organizations, and government entities.

\*1 A ranking of global corporations based on their total revenue.

\*2 A selection of representative companies out of those listed in the top tier of the Tokyo Stock Exchange (TSE).

[Industries of client firms]

Automotive and machinery; electronic devices; information and communication; energy and resources; finance; food; agriculture, forestry and fisheries; healthcare; daily commodities; entertainment; media; construction; real estate; transportation: logistics; restaurant; public service; etc.





## In conclusion

Viewed from a global perspective, there are many cases where approaches and know-how in your own country may be ineffective in other countries due to differences in PR environments, customs, and methodologies.

In particular, the emergence and huge impact of digital and social media, transcending conventional wisdom and borders, has greatly changed the promotional/communication strategy playing field.

Our global business teams, based on our understanding of such changes in the world's PR environment and differences between Japan and other countries, and making use of the knowledge and know-how compiled to date through our experience with global PR trends that are still in progress, are ready to provide one-stop PR solutions in support of strategic and effective promotional/communication proposals and implementation in the target country.

# dentsu PR consulting

## Inquiries

Dentsu PR Consulting Inc.

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- Email : [global-business@group.dentsuprc.co.jp](mailto:global-business@group.dentsuprc.co.jp)

## Social Media

- Web Magazine “PRX (PR Transformation)” : <https://prx.dentsuprc.co.jp>
- Facebook : <https://www.facebook.com/DPRCOfficial.jp>
- X : <https://x.com/dentsuprc>
- Vimeo : <https://vimeo.com/user118676485>
- LinkedIn : <https://jp.linkedin.com/company/dentsu-pr>