

## AdPlatz Site Development

### Value Proposition of AdPlatz

Discussing with Hiro-san, we agreed that AdPlatz has two central ideas in our brand; value and flexibility.

We offer **value** to our clients by being **flexible** in the

1. Services we offer:

- Campaigns
- Design
- Web
- Event
- Logistics
- Print

2. Clients we work with

- Industry
- Size
- Budget
- Marketing needs

### AdPlatz Value Definition

**Mission:**

We will achieve our clients' business goals through our comprehensive services

**Resources:**

Our 20-year history of consistently improving our client's businesses makes our mission possible

**Future:**

We will continue to innovate and improve our services to always provide value to our clients

## Creative Directions



## Slogans

### Creative Direction 2: Vision Achievers

- Realize your vision
- Vision designed
- Shape your vision
- Move forward
- Design your dream
- The future is yours

### Creative Direction 3: Your future together

- Uniting visions
- Achieving together
- Advertising for the future
- Your future together
- Your vision together
- Realize together
- Forward together

## Agency Description

We are an independent advertising agency that is specialized in developing campaigns and designs for Japanese MNCs and mid-sized companies in the Japanese market. AdPlatz has been in the Japanese market for 20-years and has an office located in Yokohama (1-hour away from Tokyo).

We are experienced in creating POP, promotional, and direct marketing campaigns for world-class Japanese brands such as Asahi, Orix, JXTG, and Rakuten. We also have

online marketing, SEO, and SNS campaign capabilities through our staff and strategic partnerships.

AdPlatz is also experienced in developing designs for multinationals & mid-sized companies in the Japanese market. We have provided brand design, product design, and print design & production for companies such as Doutor, Mobil, and Toyo Beverage.

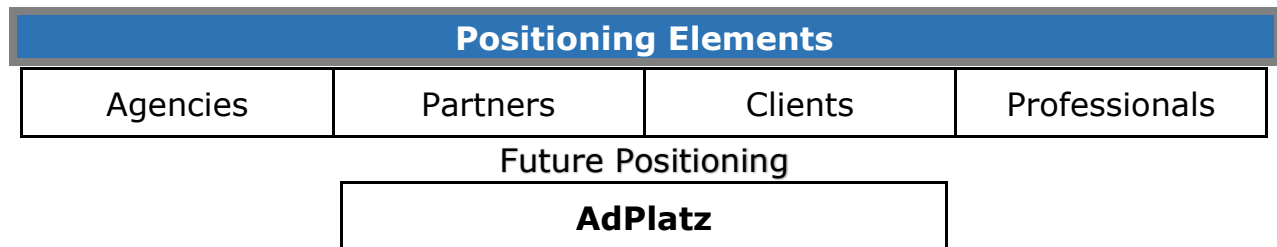
We offer website development services through our website, UID, and front-end design capabilities and e-commerce, logistics, and channel marketing development. We also provide logistic management and can develop and manage events, call centers, and inventories.

### AdPlatz Client Approach

Currently this part of the website is titled: cases

Need to think of a word that fits more with describing services for our clients

Hiro-san suggested: AdPlatz manual/instructions/prescription/etc.



### Advertising Agency

<b>Design</b> <ul style="list-style-type: none"> <li>• <i>Print design</i></li> <li>• <i>Graphic design</i></li> <li>• <i>Logo design</i></li> <li>• <i>Visual brand messaging</i></li> <li>• <i>Product design</i></li> <li>• <i>Packaging design</i></li> <li>• <i>Visual brand strategy</i></li> <li>• <i>Video and photography</i></li> </ul>	<b>Campaign Planning</b> <ul style="list-style-type: none"> <li>• <i>Direct marketing</i></li> <li>• <i>POP campaigns</i></li> <li>• <i>Promotional material development</i></li> <li>• <i>Campaign strategy</i></li> <li>• <i>Post-campaign engagement</i></li> <li>• <i>Online marketing</i></li> <li>• <i>SNS campaigns</i></li> <li>• <i>Brand activation</i></li> <li>• <i>Brand strategy</i></li> <li>• <i>Creative direction</i></li> </ul>	<b>Website Development</b> <ul style="list-style-type: none"> <li>• <i>Website design</i></li> <li>• <i>UID</i></li> <li>• <i>Front-end design</i></li> <li>• <i>UXD</i></li> <li>• <i>Online content development</i></li> <li>• <i>Application development</i></li> <li>• <i>E-commerce development</i></li> </ul>
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<b>Logistics management</b> <ul style="list-style-type: none"> <li>• <i>Print production</i></li> <li>• <i>Inventory management</i></li> <li>• <i>Packaging</i></li> <li>• <i>Shipping &amp; handling</i></li> <li>• <i>Call-center management</i></li> </ul>	<b>Event Planning</b> <ul style="list-style-type: none"> <li>• <i>Event material development</i></li> <li>• <i>Event strategy</i></li> <li>• <i>Event management</i></li> <li>• <i>Post-event engagement</i></li> </ul>
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### Corporate Track Record

<p>A.</p> <p>Campaign planning for world-class Japanese brands (Asahi/Orix/JXTG/Dout or/Rakuten)</p>	<p>B.</p> <p>Art Direction for Japanese MNC's such as Doutor, Esso Mobil, and Toyo Beverage</p>	<p>C.</p> <p>20-year history as an Advertising agency in the Japanese market</p>
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<p>D.</p> <p>President Hiroshi Yoshino was the previous Vice President in the Sony marketing division and has over 40+ years of experience in the marketing/business development industries</p>
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