

UBI

UBIQ K.K.



Content development for global markets

UBIQ KK, a Tokyo-based content marketing boutique, exists to provide Japanese multinational organizations with communication materials that speak to overseas target audiences with **clarity and impact**.



Communications for a globalized world

UBIQ has a **Writer's Studio** comprised of native English-language writers who understand the unique character of Japanese brands. We develop news releases, executive speeches, advertorials, names and slogans, advertisements, videos, and English copy for brochures, websites, social media, and events.



Design for global brand enhancement

UBIQ has a **Multimedia Studio** comprised of visual artists who understand the cultural factors and design traditions of foreign markets. UBIQ ensures that Japanese organizations use fonts, colors, and other visual elements that are appropriate for the overseas targets.

CLIENTS

Brands serviced by UBIQ



CLIENTS

Agencies serviced by UBIQ

THE
WALL STREET
JOURNAL.

Linked in

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 NTT

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 PLANET

 McCANN
WORLDGROUP

MRM //
McCANN

BBC
Worldwide

CONTENT DEVELOPMENT FOR
GLOBAL MARKETS

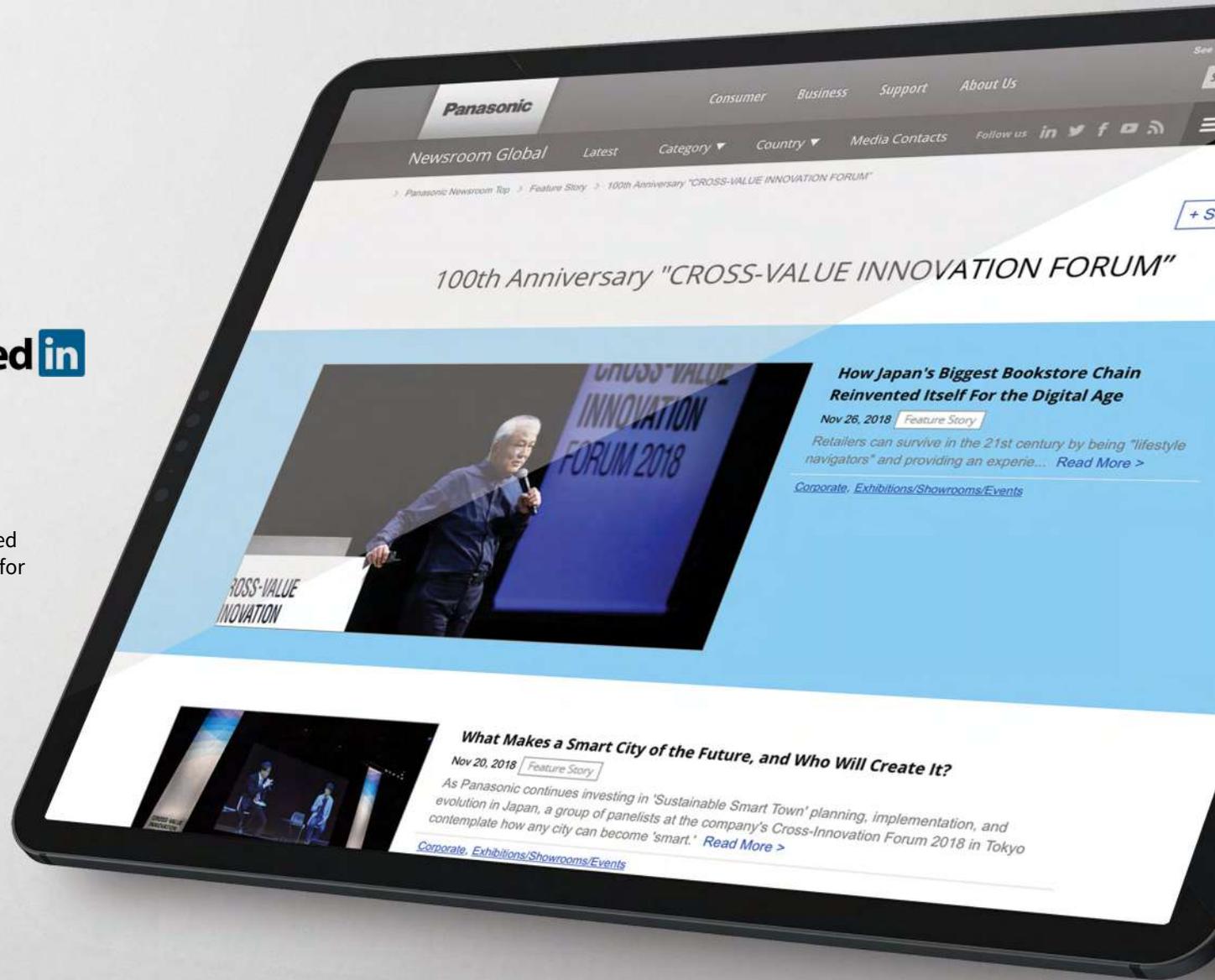
The Work

Newsroom Articles



COPYWRITING

Panasonic celebrated its 100th anniversary in 2018. UBIQ orchestrated a team of journalists who attended panel discussions and wrote 18 articles in four days for the Panasonic Newsroom.



Print Advertorial



COPYWRITING

DESIGN

Idemitsu sponsors an annual music concert tour, which brings together musicians from Japan and various Asian nations who play traditional musical instruments. UBIQ attended the concerts in Myanmar and Vietnam and wrote and designed an advertorial, which appeared in the Wall Street Journal.



PAID ADVERTISEMENT



ONE ASIA Joint Concert brings together masters in traditional music from seven cultures, to demonstrate the diversity and harmony of the region.

Asia Comes Together as One through Music in Myanmar

ONE ASIA Joint Concert continues to transcend borders

By Kevin Hamilton

THEY CAME from Cambodia, Thailand and Brunei. From Vietnam, Indonesia and Japan. They carried with them traditional folk musical instruments with names like the *klay*, *ranat ake* and *gambus*. The *dan bau*, *kecap* and *koto*. They assembled backstage at the National Theatre of Yangon, where they met up with musicians from Myanmar, skilled in the saung, pat waing and *hne*. They dressed in the finest hand-woven silks and cotton fabrics, rich with color and intricacy, representative of their respective cultures since time immemorial. Nguyen Thanh Thy draped herself in the Vietnamese *áo dài*. Dert Bow sed his Indonesian *belangkon* just so. Paron Kusnyong straightened his Thai *phraocheluan*.

Meanwhile, the audience made its way into the concert hall: families adorned in colorful longyi, university students in Western attire, and curious expatriates from a variety of countries. Dignitaries from Myanmar and Japan were also on hand to culminate a year of events marking the 60th anniversary of diplomatic relations between the two nations. More than two years in the making, the show was at last ready to begin.

Bringing Asia Together

When the lights dimmed and ALUN J Classic Orchestra took the stage in Yangon, the audience experienced just how modern traditional Japanese instruments can sound. Musicians from each individual culture than dazzled the crowd. At its crescendo, the concert featured no less than 25 players from seven nations collaborating on two ALUN J compositions, "Furusato" (Hometown) and "One Asia." Everyone present could grasp the concept of co-creation defining the ONE ASIA Joint Concert project.

"Music has no boundaries but our music has nationalities," said ALUN J's Kohai Inoue after the show. "But despite the diversity of Asia, through interaction and joint collaboration between cultures something completely new and harmonious can be produced. I believe that message came through clearly in Myanmar," he explained.

Now in its second successful year, ONE ASIA Joint Concert is the magnum opus of twin brothers Ryoshei and Kohai Inoue of Japan, both masters of multiple traditional Japanese instruments. In 2009 the performing duo founded ALUN J Classic Orchestra, a super ensemble that includes six other Japanese musicians who have mastered everything from the *koto* and *shakuhachi* to *shamisen*, *taiko* and more. Their energetic performances have surprised and delighted audiences, not just in Japan and throughout Asia, but in Europe and the United States, as well.

Blend of Tradition and Innovation

Over the years ALUN J Classic Orchestra has positioned itself in a unique space in the music world. On a mission to prove that ancient Japanese musical instruments are "cool," the group has developed its own sound. ALUN J intertwines music that spans the centuries across every style from old Japanese court music to Western classical, from bitter-sweet ballads to modern orchestral. Indeed, ALUN J's range seems to know no bounds, as the ensemble demonstrated in April 2014 when it opened a Major League Baseball game at Boston's Fenway Park with a special performance of "The Star-Spangled Banner."

This type of "juxtaposition between tradition and innovation," as Kohai Inoue calls it, never fails to captivate audiences and bring them to their feet. It's a concept that aligns with the core values of Idemitsu Kosen Co., Ltd., a key sponsor of the ONE ASIA Joint Concert tour, which has so far made its way to Cambodia, Thailand, Indonesia, Vietnam, Brunei Darussalam and Myanmar.

With the intention of "continuing the tour in coming years and adding cultures along the way," Inoue hopes that ALUN J Classic Orchestra's philosophy of tradition and innovation will reach into every corner of Asia, and even beyond.

Idemitsu: Supporting the Arts and Economic Growth in Asia

The basic philosophy behind Idemitsu Kosen Co., Ltd. of Japan is the same as that of the ONE ASIA Joint Concert tour. The company has embraced the spirit of "tradition and innovation" for more than 100 years. As a major force in energy exploration, development and distribution in Asia, the company partners with entities throughout the region and leverages both the company's expertise and local strengths to create prosperity.

A longtime supporter of the cultural arts, Idemitsu sponsors Japan's longest running classical music TV program, *Untitled Concert*, which for 50 years has introduced quality music to generations of Japanese. The company also promotes the fine arts. The Idemitsu Museum of Arts in Tokyo exhibits timeless treasures from the Orient as well as the West.

Kevin Hamilton is a Tokyo-based writer focused on corporate initiatives that bridge cultures in a globalized world.



ALUN J Classic Orchestra burns up the heat in Yangon.



Refineries & Plants Gas Stations & Lubricants Resource Development & Renewable Energy



Energizing The World



The Wall Street Journal news organization was not involved in the creation of this content

Online Video

THE
WALL STREET
JOURNAL

NEC

SCRIPT

ANIMATION

EDIT

Wall Street Journal selected UBIQ to produce a computer-animated video for NEC's security-related technologies, targeted at the USA's Department of Homeland Security. UBIQ conceived the story, wrote the script, and worked with computer animation artists to illustrate the capabilities of the technologies.

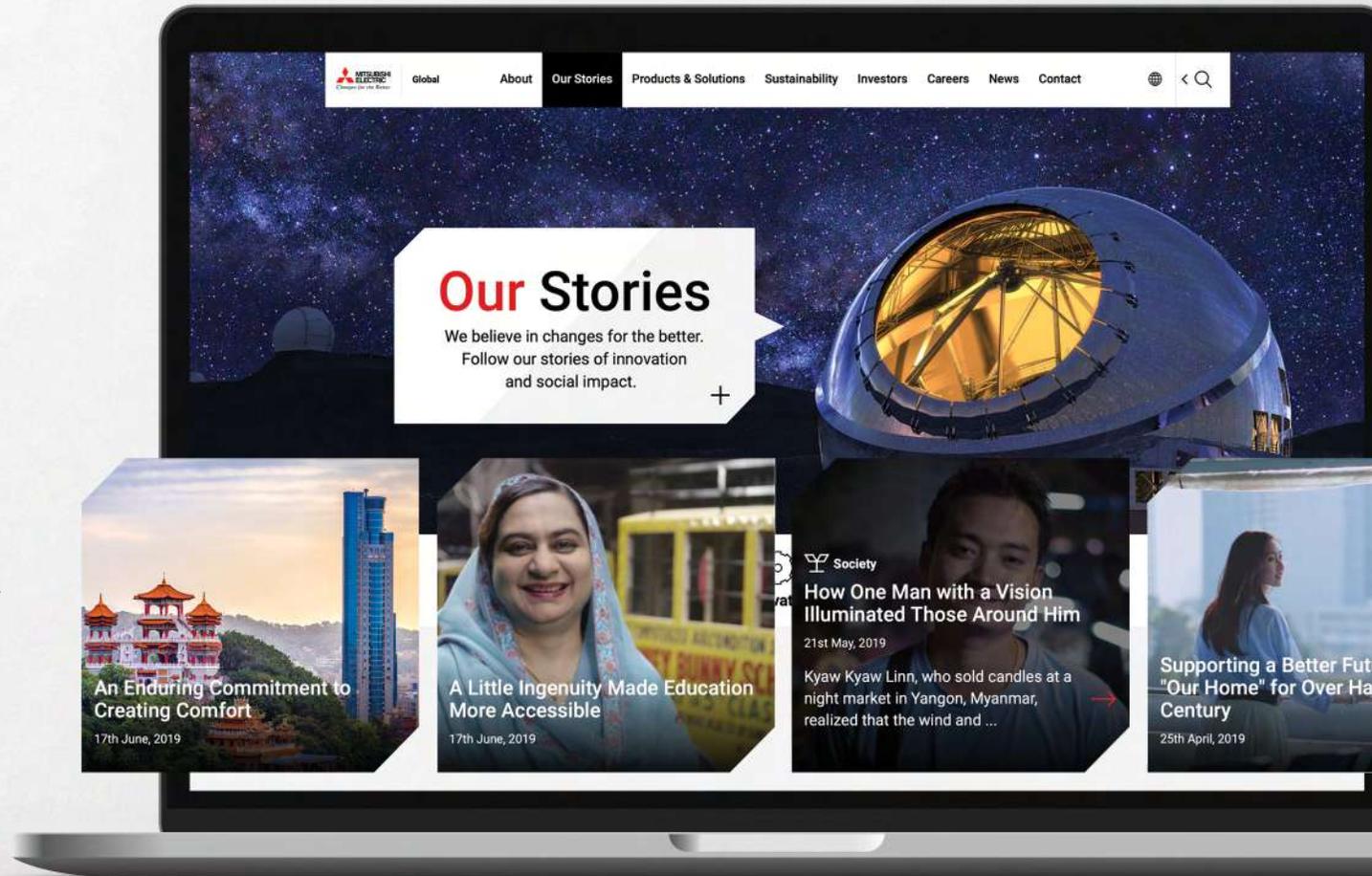


Online Magazine



COPYWRITING

Mitsubishi Electric produces articles for its web channel called Our Stories, which highlights how the company's technologies and activities bring about Changes for the Better to people all over the world. UBIQ writes the articles and contributes visual elements to the layout.

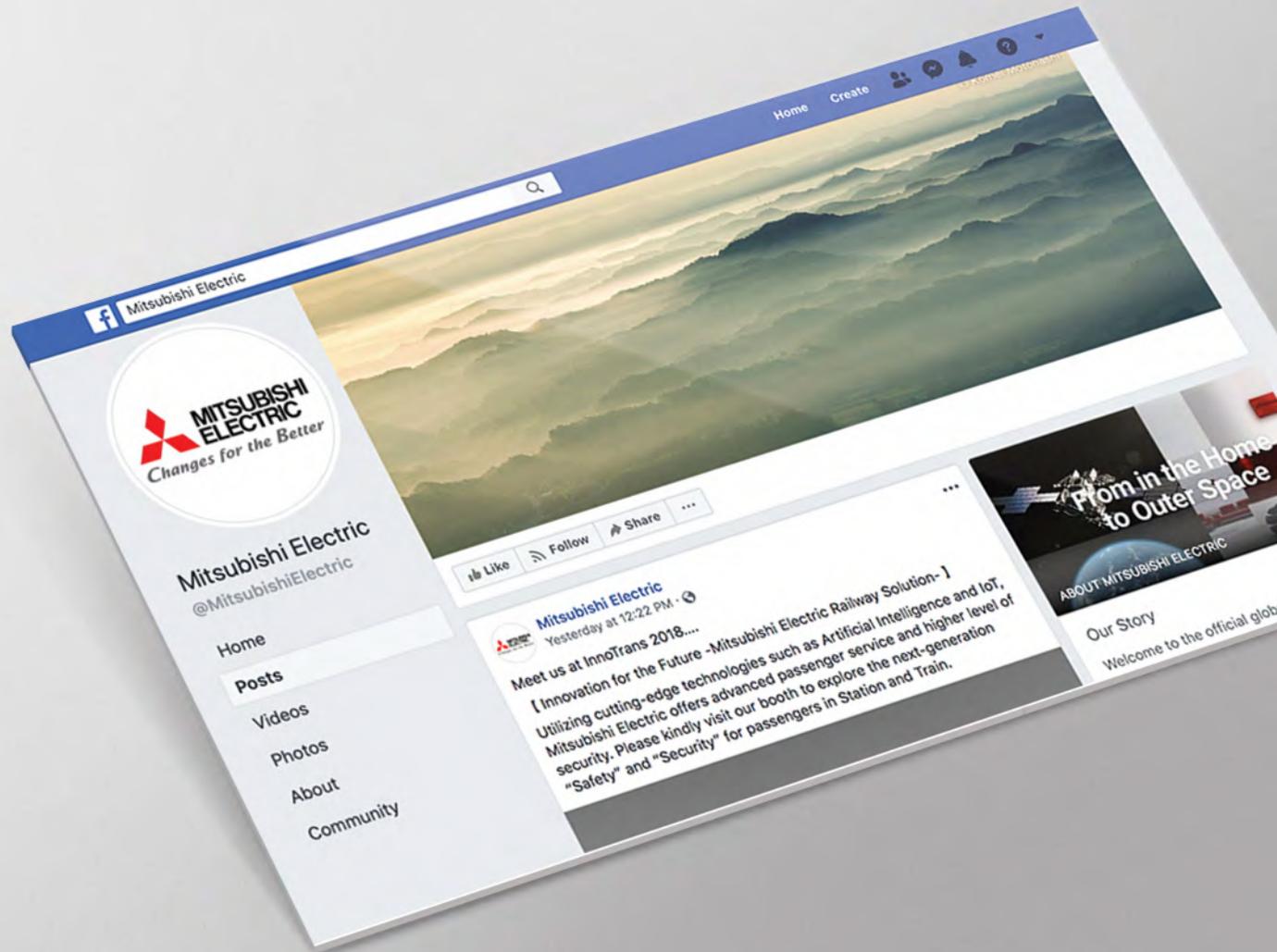


Facebook Posts



COPYWRITING

Mitsubishi Electric established a global Facebook page aimed at its worldwide workforce. UBIQ produced weekly posts related to the company's achievements in order to instill a sense of pride and solidarity in company workers everywhere.



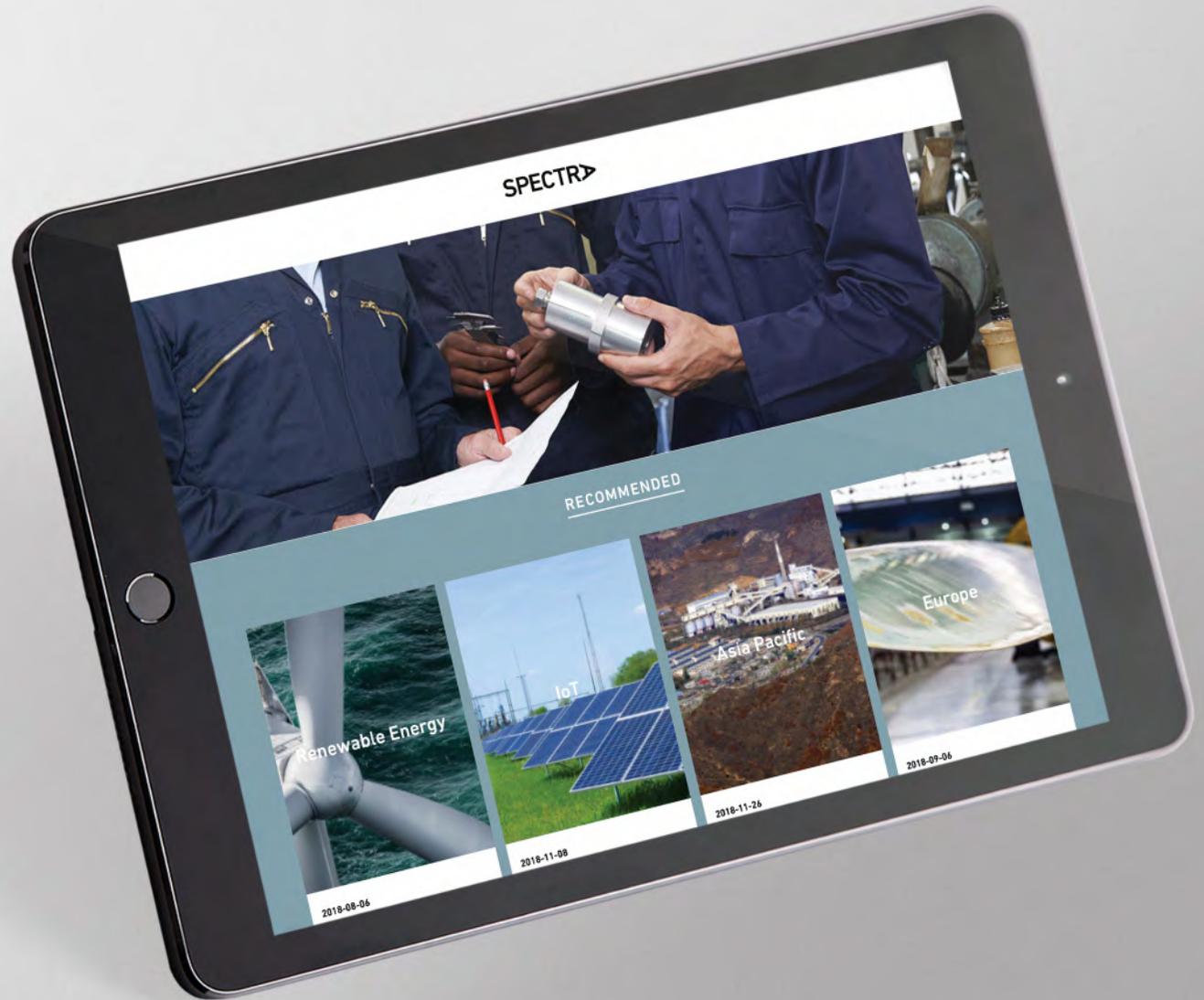
Online Articles and Videos



COPYWRITING

VIDEO EDIT

MHI wanted a content marketing website to attract attention to its technologies and business partnerships around the world. UBIQ created the concept, developed the name SPECTRA, and hired a team of journalists and video makers to produce content for the first year of operations.



Web Video



SCRIPT

SHOOT

EDIT

Wall Street Journal developed a sponsored-content web page for Mitsubishi Heavy Industries. UBIQ was selected to produce a special video, which required assembling a crew and shooting in Italy, United States and Japan. UBIQ's in-house video editor cut the film together.



Video Program



SCRIPT

SHOOT

EDIT

Mitsubishi Heavy Industries selected UBIQ to produce a 30-minute video program, called Rocket Artisans, which was broadcast on a special live video feed by JAXA during a rocket launch in 2018. UBIQ used existing footage and created the Japanese-language script, conducted the edit, and provided sound design and narration.

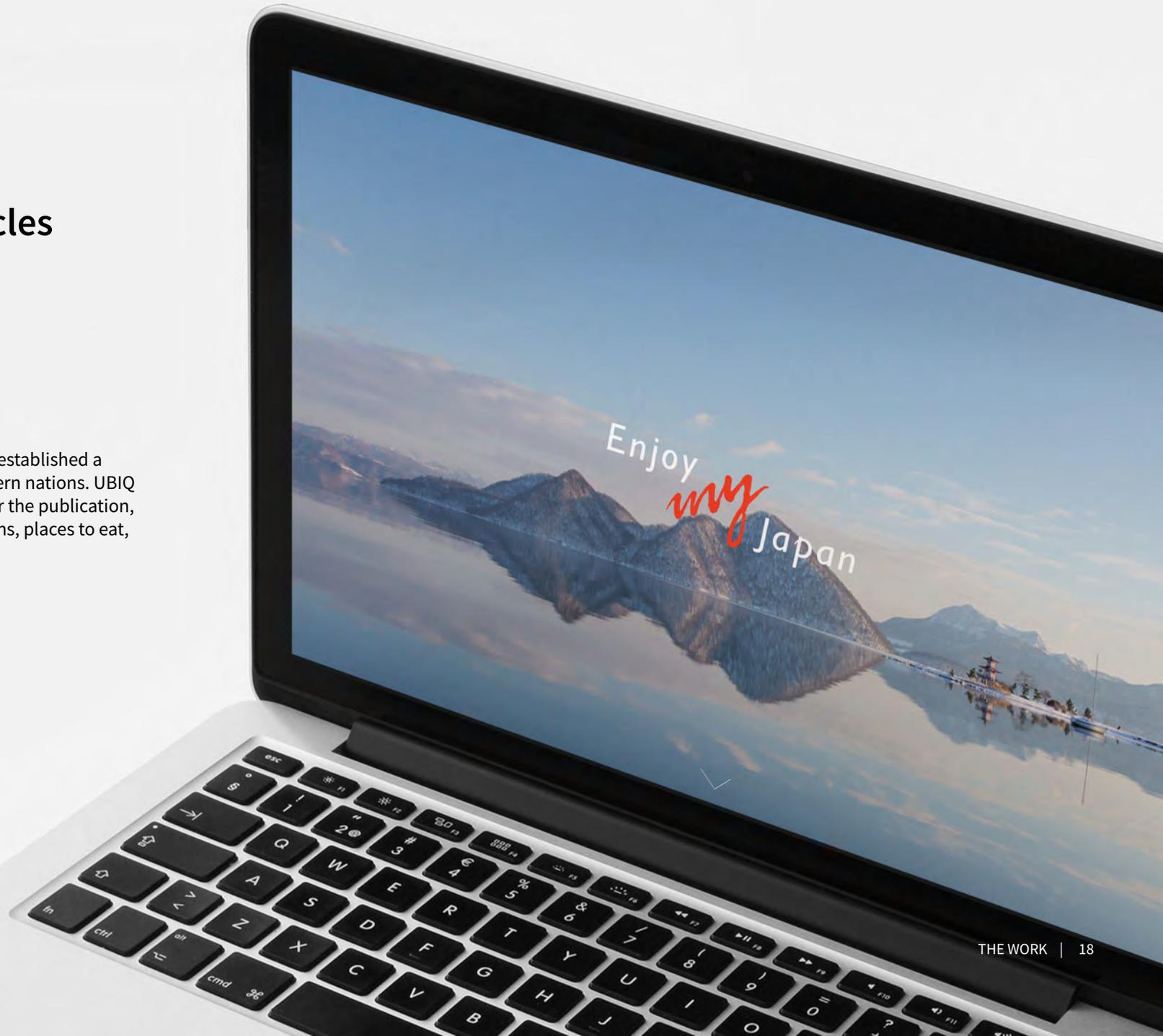


Online Travel Articles



COPYWRITING

Japan National Tourism Association established a website to attract tourists from Western nations. UBIQ has written more than 100 articles for the publication, focusing on unique cultural attractions, places to eat, and things to do.



Web Videos



COPYWRITING

VIDEO

The Cabinet Office of the Prime Minister of Japan wanted to highlight the close economic relationship that exists between the United States and Japan. UBIQ created the concept “Greater Together” and produced three videos, which appeared on the Wall Street Journal website.



JCO - MCFA Houston



JCO - MHPS Savannah



JCO - Toyota Kentucky



Brand Guidelines



COPYWRITING

DESIGN

NTT Inc. is a new company established in 2019 to oversee the global activities of various NTT Group companies. The new entity developed a brand book and guidelines on usage for the “dynamic loop” logo. UBIQ worked with a brand consulting team and provided English language content for multiple publications.



Heart of NTT Brand: Dynamic Loop

The Dynamic Loop, expressing infinite movement in a simple human curve, symbolizes both the rich future of all human society and the dynamism of a company that ceaselessly continues to innovate itself. The brimming flexibility and intelligence of human kindness, the limitless strength of vitality, centrifugal force and majestic expanse—all of these concepts can be gleaned from this extremely simple loop.

A small loop at the top of the mark ensures that the voice of customers and society is always heard.

Under this mark, we always consider the future through competition and cooperation, and will continue to resolve social issues through communication.

NTT © copyright 1989

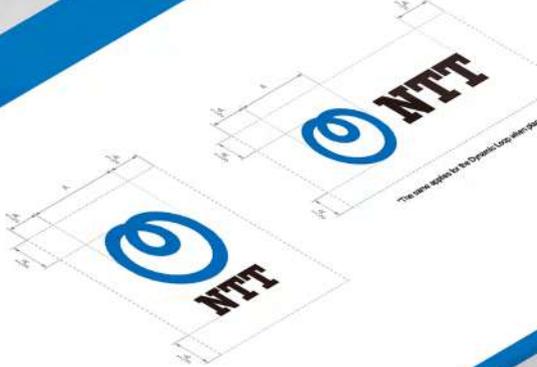
Relationship with Background Colors

The NTT brand symbol uses the display colors shown previously, but the white color display of NTT blue and black/NTT orange may also be used. However, in the relationship between the display color and the background color of the area on which it is displayed, it is important to clearly identify the brand symbol so it can be clearly identified.

The following chart verifies the reproducibility of the relationship between the brand symbol and the background color.

Background color	Blue	Black	White	Orange	Green	Yellow	Grey
Blue	NTT	NTT	NTT	NTT	NTT	NTT	NTT
Black	NTT	NTT	NTT	NTT	NTT	NTT	NTT
White	NTT	NTT	NTT	NTT	NTT	NTT	NTT
Orange	NTT	NTT	NTT	NTT	NTT	NTT	NTT
Green	NTT	NTT	NTT	NTT	NTT	NTT	NTT
Yellow	NTT	NTT	NTT	NTT	NTT	NTT	NTT
Grey	NTT	NTT	NTT	NTT	NTT	NTT	NTT

Isolation



Visual Identity Basics

Examples of prohibited use of display colors

Examples of prohibited use of the NTT logo

Examples of prohibited use of the NTT logo

Examples of prohibited use of the NTT logo



Digital Newsletter



COPYWRITING

DESIGN

NTT Communications selected UBIQ as a partner to work with its global sales team based in Tokyo, to create three newsletters each week. UBIQ wrote, designed and coded the content, which kept sales associates worldwide informed of goals, achievements, and special announcements.



Web Video



SCRIPT

SHOOT

EDIT

NTT Communications wanted to produce a video explaining the company's strengths in global ICT infrastructure, including its business installing and maintaining submarine and subterranean communication cables. UBIQ conceived the concept and developed the video, coordinating shooting, computer graphics animation, as well as editing.



English Version



Japanese Version



Sales Flyer



COPYWRITING

DESIGN

NTT Communications wanted an English-language sales flyer to promote its managed services to potential customers worldwide. UBIQ conceived the sales messaging, wrote the copy, and designed the layout for the flyer.

Global Management One Partner Program
Transform your business potential.

Global Management One

Partner with a Leading Managed Services Provider

Managed Services let mid- and large-sized companies stay focused on their core lines of business while leveraging the full benefits of information and communications technology (ICT) for competitive advantages and lower TCO. The Global Management One (GMOne) Partner Program by NTT Communications—a giant in the field—provides qualified specialists with the opportunity to join this fast-growing global industry and offer customers one-stop, best-in-class, end-to-end ICT solutions tailored to their individual business needs.

Expand Your Expertise

GMOne Academy

- 12-week training program
- 3 technical certification levels
- Sales certification
- Online training support

Marketing Support

- Market analysis
- Sales planning and tools
- Lead generation tools
- Access to MDF funds

Teamwork Power

- Pre-sales support
- Competitive pricing
- Multilingual assistance
- Deal registration protection

Outperform the Competition

Global Management One Partners have access to the culture of innovation and broad expertise of NTT Communications, a global leader in cloud, network and data services, with operations in 43 countries and 120 cities, a global workforce of more than 21,000, and more than 140 data centers.

- ✓ **Get new market opportunities**
- ✓ **Expand your professional expertise**
- ✓ **Access a 24/7 global network**

Two Paths to Success

The Program is designed to optimize your existing business strengths while adding the total managed services offering of NTT Communications to provide your customers with innovative ICT solutions. Depending on your business model, you can choose to accelerate your sales revenue and increase profits through various financial incentives available under the Resell Path, or strengthen your business with a strategic partnership under the Cooperation Path. Progressive and scalable, the Global Management One Partner Program can greatly transform the market and profit potential of your business.

Resell Path

- **Leader**
Market leader with expert level GMOne knowledge, and can meet annual sales targets
- **Professional**
Max advanced GMOne sales capability, and can meet annual sales targets
- **Expert**
Max essential GMOne sales capability, and can deliver annual target number of projects

Cooperation Path

- **Strategic Excellence**
For major reseller capable of bundling their existing services with GMOne service
- **Cooperation Excellence**
For organizations capable of referring potential GMOne customers
- **Global Excellence**
For multinational organizations capable of selling GMOne across global markets

Inquiries regarding Global Management One Partner Program:
NTT Communications Corporation
Website: www.ntt.com/en/partnerprogram/gmone
Inquiries: gmone_partners@ntt.com

Get Started Today!

2016.07 Copyright © 2016 NTT Communications

Print Ad



COPYWRITING

DESIGN

NTT Communications wanted to draw attention to the risks to major organizations of “shadow IT,” or unauthorized use of software for business activities. UBIQ interviewed ITC experts and created an infographic approach to illustrate the company’s solution to the problem.

Special Advertising Feature

How to Manage the Risks of Shadow IT

Use of Shadow IT—IT systems within an enterprise not authorized and supported by the IT department, which create serious security and management risks—is a growing trend with complex implications, according to a recent survey* of business and IT decision makers.

77% ACKNOWLEDGED use of a variety of Shadow IT services WITHOUT IT dept. knowledge

500 DECISION MAKERS of key private sector companies with at least **1,000** EMPLOYEES were surveyed

83% of business and IT decision makers admit that they themselves **BREAK THE RULES**

83% BELIEVE use of unauthorized Shadow IT services **WILL INCREASE** in the next two years

73% say that managing multiple cloud platforms is **TOO DIFFICULT**

80% of decision makers believe that use of Shadow IT services is **MISSION CRITICAL**

100%! Ability of Global Management One to provide the **OPTIMUM SOLUTION**

98% say they want to manage all cloud providers using a **SINGLE TOOL**

Global Management One

www.ntt.com/gmone_2

A one-stop-shop IT ecosystem of managed services customized for global, regional and local needs that is the practical way to identify and legitimize unauthorized Shadow IT usage and minimize risks. Global Management One places the IT department in complete control of the organization's resources, supported by a single point-of-contact and the know-how of more than 400 engineers worldwide. Global Management One helps to establish best practices and provide cloud-based tools in line with an organization's needs and ensures 100% compliance with company ICT regulations.

* Source: *The People versus The Ministry of No.*, a survey conducted by Vanson Bourne for NTT Communications, June 2016.

IN PARTNERSHIP WITH

Global Management one

Transform. Transcend.

WSJ. Custom Studios is a unit of The Wall Street Journal Advertising Department. The Wall Street Journal news organization was not involved in the creation of this content.

Online Advertorial



COPYWRITING

NTT Holdings wanted to promote the business activities of the NTT Group of companies. UBIQ wrote a special article, which appeared on the Wall Street Journal website, and which was the first time the company promoted itself on a global scale.



Monthly Video Report



COPYWRITING

Each month NTT Group president Jun Sawada issues a video report to the Group's worldwide workforce. UBIQ "transcreates" the Japanese script into English and works closely with company executives to ensure the script is optimized for easy delivery by Mr. Sawada.

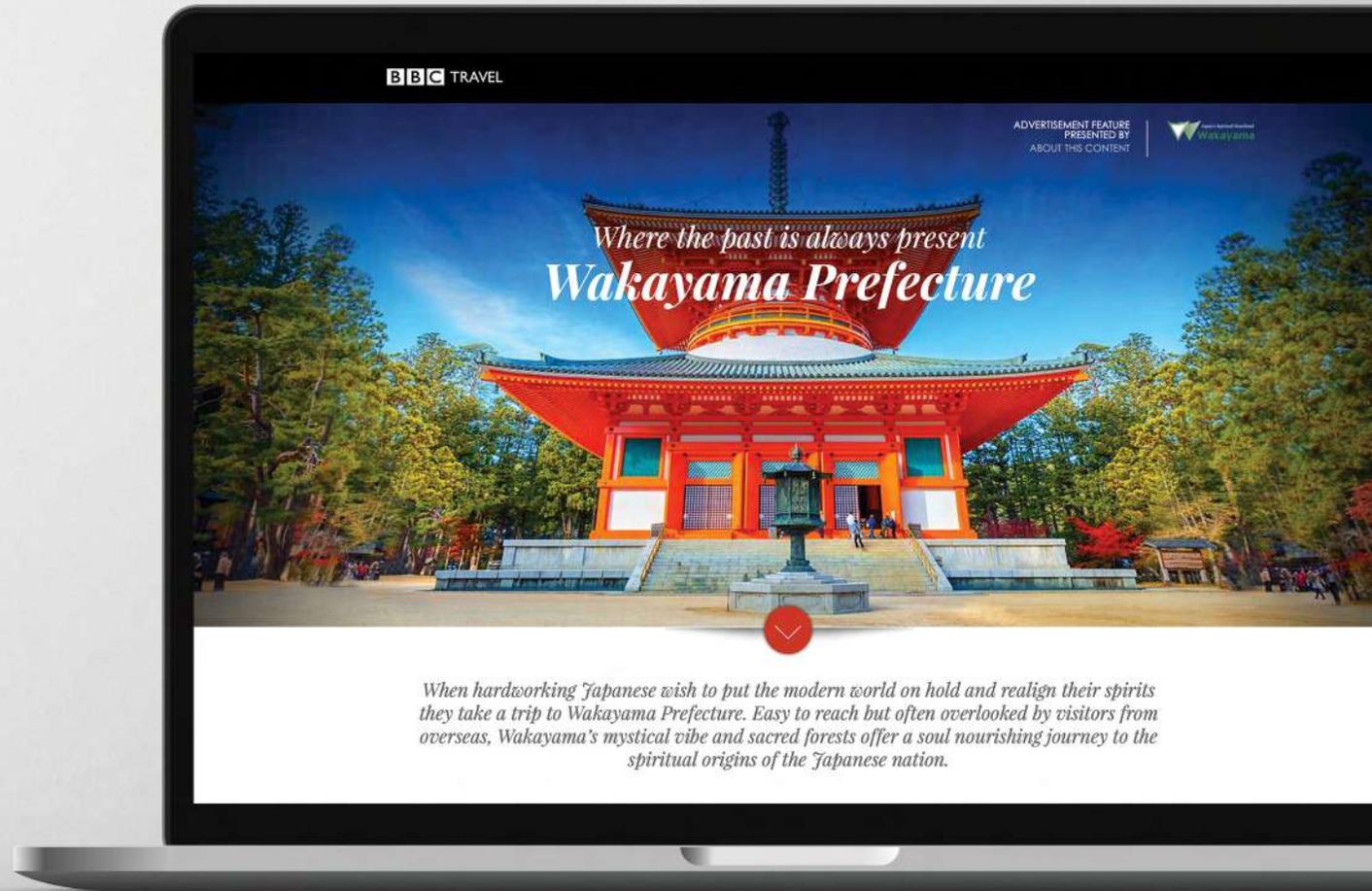


Online Advertorial



COPYWRITING

The government of Wakayama Prefecture wanted to draw attention to the unique spiritual nature of Mt. Koya and attract foreign tourists. UBIQ wrote a special article that explained the history and the unique characteristics of the region, which appeared on the BBC WORLD website.

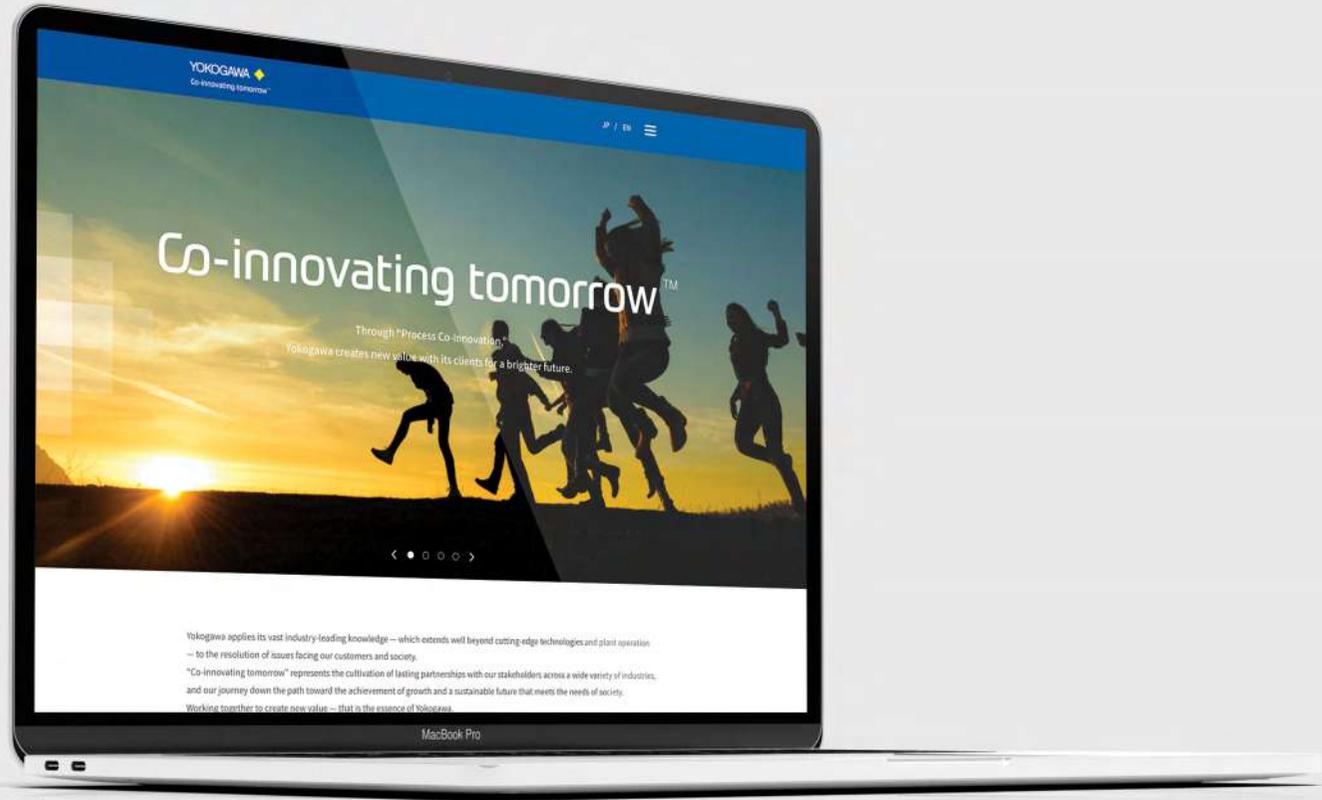


Online Articles



COPYWRITING

Yokogawa established a content marketing website called “Co-innovating Tomorrow” to showcase its technologies. UBIQ develops articles in both English and Japanese for the digital publication.



Corporate Brochure



COPYWRITING

DESIGN

Organo wanted a corporate brochure in English to promote its water purification technologies for industrial uses, as well as the company's history and growing presence overseas. UBIQ created the concept, copy, and design for the brochure, and coordinated printing.



Organo Commercial



SCRIPT

SHOOT

EDIT

Organo wanted an English-language video to promote its technologies, manufacturing capabilities, and products and services to overseas customers. UBIQ planned and developed the video, which required shooting at factories and other facilities in Japan.



Organo Corporate Video



SCRIPT

ANIMATION

EDIT

Organo wanted a video to illustrate key facts and figures about its water purification technologies. UBIQ planned and conceived the video, and commissioned computer animation artists to develop the artwork.



English version



Japanese version



Online Article

TAMRON

LOCALIZATION

Tamron, a maker of fine lenses for professional cameras, supports athletes competing in the Paralympics and international competitions. UBIQ localized into English interviews with Japanese athletes explaining their trials and triumphs.



Banner Ad and Videos



SCRIPT

ANIMATION

EDIT

The Wall Street Journal selected UBIQ to produce banner ads and three video clips for a Japanese start-up company. UBIQ created the concept and design of the banners, and conceived and developed the videos in an animation style.



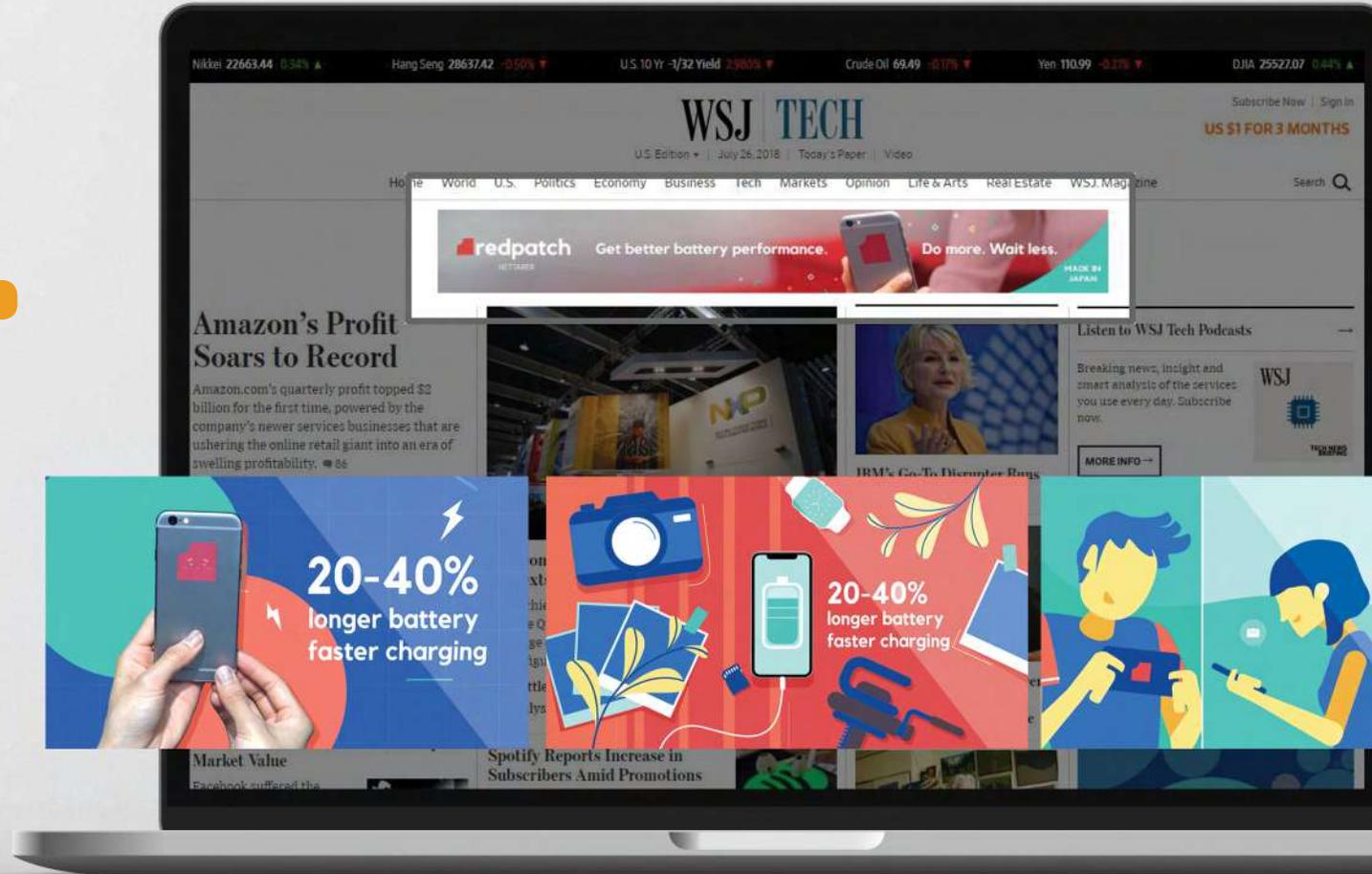
RedPatch - Clip 1



RedPatch - Clip 2



RedPatch - Clip 3



Brand Research

BRAVIS
INTERNATIONAL

ITOCHU

LeSPORTSAC

BRAND RESEARCH

LeSportsac, a well-known brand of travel and everyday bags since 1973 and the original ripstop nylon bag, is restructuring itself to adapt to a crowded marketplace and the rapid shift by consumers to online shopping and purchasing. UBIQ conducted interviews with top executives of the company and its overseas distributors, as well as designers and members of its online marketing team, to gather information required for development of a new brand book.



KONICA MINOLTA
**Integrated Report
2017**

Executive Interviews



KONICA MINOLTA

COPYWRITING

UBIQ often interviews top executives when developing content. UBIQ interviewed key representatives of Konica Minolta USA, Europe and Japan, and wrote a special section for the company's 2017 annual report, related to a new company initiative to leverage the creative power of multiple R&D labs worldwide to bring new products to market more quickly.



Package Design

nex communications



COPYWRITING

DESIGN

Kagetsudo is a provider of fresh cakes and confections to convenience stores throughout Japan. UBIQ is a member of the package design team developing a new brand of single-serving cakes to be rolled out nationwide in 2020.

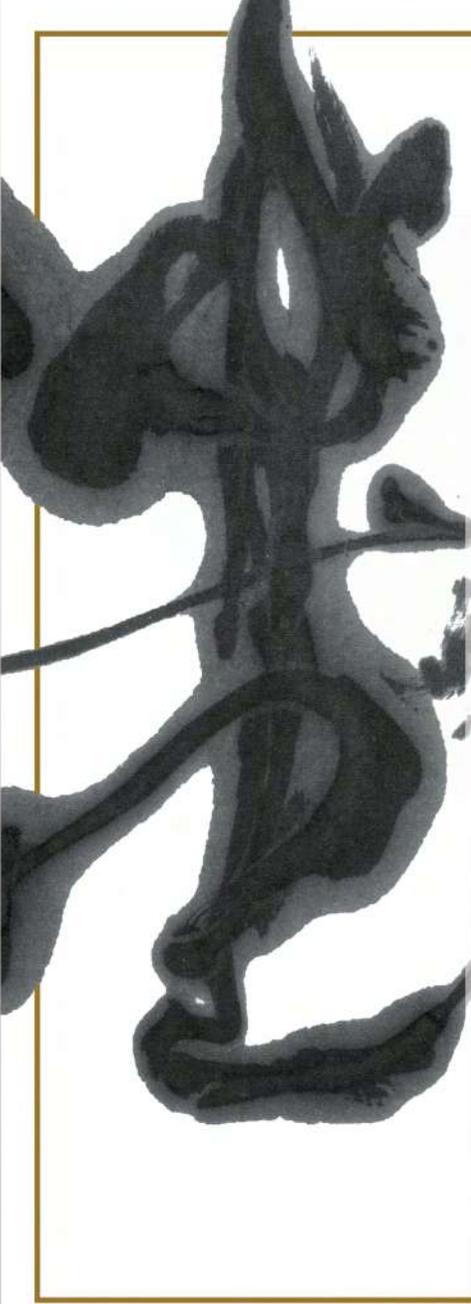


Japanese Calligraphy

COPYWRITING

DESIGN

UBIQ's access to specialists in the fields of writing, video development, and illustrative arts include an award-winning Japanese calligraphy artist, whose works are regularly exhibited in Japan and overseas. Her works are commissioned by traditional Japanese fine dining establishments, and are suitable for packaging and advertising purposes that require traditional Japanese writing.



ハミルトン 久美子
KUMIKO HAMILTON

PROFILE
I spent many years in the world of advertising as a designer and art director, and during that time I encountered modern Japanese calligraphy, an "art of the moment." I was attracted to the sheer depth of its impermanent, monotone world, and began to study the art in earnest.

I'm continuously searching for my own unique means of expression, my creative voice.

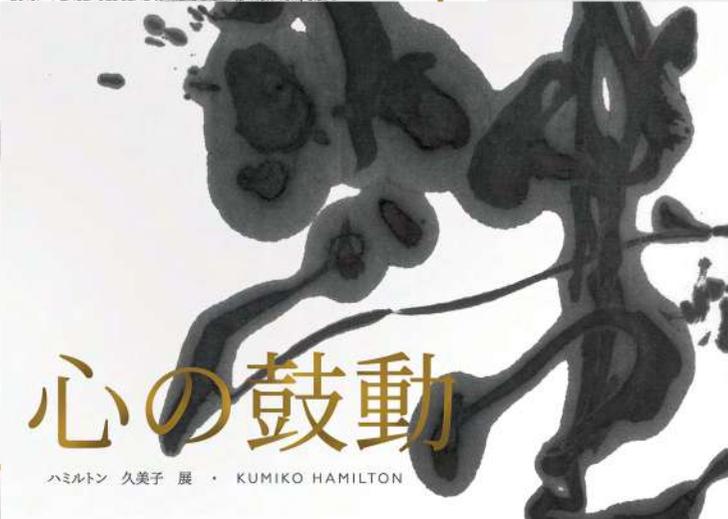
And, driven by my passion to have people overseas learn and experience the charms and possibilities of character-based art, I have become active outside of Japan as well.

I launched a calligraphy art class in 2002, and have been conducting lessons at an international school since 2011.

In addition to these activities, I'm attempting to merge the modern, dream-like sound of the thirteen-stringed koto and seventeen-stringed koto, which I've been playing since I was four, with calligraphy works that convey a contemporary feeling.

Instructor, Sogen Calligraphy Association
Certification, Yamada-ryu Koto
Teaching Certification, Sawai Koto Institute (Ikuta-ryu)

EXHIBITIONS
2005: "The Expression of Ink" Prague, Czech Republic (Recipient of Grand Prix)
2006: "Festival d'art actuel Japon" Monaco (Recipient of Gold Prize)
2008: "FESTIVAL D'ART FRANCO-JAPONAIS" Blois, France
2009: "Sougen Exhibition" Tokyo, Japan (Recipient of Special Prize)
2010: "PEACEFULSCENE to make the Arts" New York, U.S.A.



心の鼓動
ハミルトン 久美子 展 · KUMIKO HAMILTON

Chinese Market Research

RESEARCH

Chinese versions of Japanese hit songs are popular in the karaoke rooms of China. Taniguchi Soken, a Tokyo-based international music business consultancy, is easing the way for Japanese music copyright owners to gain access to this lucrative market. UBIQ provides Chinese-market research services and creates Japanese-language presentations on popular Chinese music artists and music trends in China.



Japan Market Consulting

CONSULTING

Taniguchi Soken, a Tokyo-based international music business consultancy, orchestrates workshops and meetings between Japanese music industry concerns and delegations of music industry figures and songwriters from overseas. UBIQ participates in lectures related to music synchronization opportunities in the Japanese advertising market.





UBIQ K.K.

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Michael Hoover (Managing Director)

Capitalized at JPY 10 million

Financial Partner: Mizuho Bank

Incorporated: June 30, 1997

Primary Business Focus: Brand Consulting and Advertising

www.ub-q.com