



UBIQ K.K.
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www.ub-q.com

COMMUNICATE WITH CONFIDENCE,
CLARITY, AND IMPACT.



Communicate with confidence, clarity, and impact.

UBIQ is a Tokyo-based creative agency that helps multinationals communicate effectively on a global scale.

Our experienced writers, designers, and videographers understand the unique challenges organizations face when marketing themselves abroad, and can help clients to craft a message that resonates with the target audience. We service advertising agencies, media networks, major corporations across a variety of industrial sectors, and government bodies.

Co-founded by communication experts with three decades of experience in global marketing, branding and advertising, UBIQ offers its clients world-class messaging that communicates with impact and design that is tailored to the standards of overseas target markets.

UBIQ specializes in servicing major Japanese organizations with significant operations worldwide.

Services

Copy

- Original copywriting
- Short-form translation
- Transcreation
- Advertising copy
- Website articles
- Corporate/product copy
- TV series pilots/episodes
- Naming/slogans
- Headline/message crafting
- Photo/illustration captioning
- Signage
- Advertorial copy
- Brand journalism copy

- News releases
- Social media posts
- Mail magazines
- Executive speeches
- White papers
- Reports
- Proposals/presentations
- Brand identity guides
- Brand books
- Brand messaging
- Internal branding materials
- Internal newsletters/posters

Design

- Graphic design
- Art direction
- Advertisements
- Posters
- Brochures
- Signage
- Web pages
- Interfaces
- Publication design
- Album cover artwork
- Presentation design
- CI Guidelines
- Logo design & lockup

- Illustration
- Infographics
- Iconography
- Clip art
- Character design
- Photography direction
- CG art
- Advertorial copy
- Brand journalism copy
- News releases
- Social media posts
- Mail magazines

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, video scripts, 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 grasp 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 overseas targets.

NAVIGATION FOR GROWING YOUR BRAND ABROAD

UBIQ has **Brand Consultants** with international business experience who understand the challenges of venturing abroad and know how to execute communications — internally and externally — to support successful corporate development overseas.

Video

- Video planning & direction
- Video editing
- Motion graphics & titling
- Video scenario development
- Planning and coordination
- Video news journalism
- Executive interviews
- TV series episodes dev
- In-the-field video shoots
- Factory/facility shoots
- Staged shoots
- On-camera personalities
- Drone shooting
- CG animation
- Music direction
- B-roll research & logging
- VO talent search & direction
- Podcasting (video + audio)

Consulting

- Brand strategy work
- Planning documents
- Field research
- Desktop research
- Publicity campaigns
- Stakeholder interviews
- Workshops
- Surveys
- Data analytics
- Reports
- Global marcom strategies
- Messaging strategies
- Brand Identity guides
- Brand books
- Internal branding programs

The Work



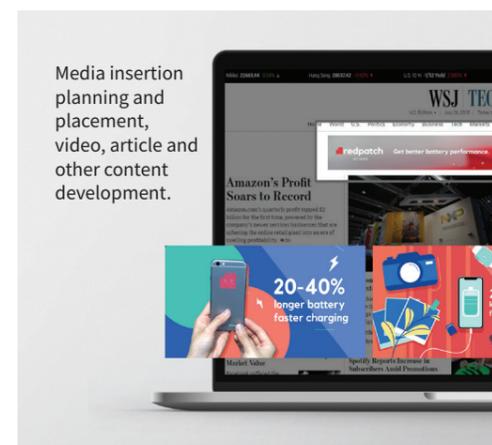
Brand identity communication materials, internal branding consulting.



Video planning, shooting and development, video news journalism and executive interviews.



Articles for sponsored content, brand journalism and magazine editorial content development.



Media insertion planning and placement, video, article and other content development.



Advertising copy and design, tailored to local cultures.

