



UBIQ

**Communicate with clarity and impact.**

UBIQ K.K. Credentials

## 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.



# Brands serviced by UBIQ



## Agencies serviced by UBIQ



CONTENT DEVELOPMENT FOR GLOBAL MARKETS

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The Work  
**Video Production**

## Video

THE  
WALL STREET  
JOURNAL

NEC

SCRIPT

ANIMATION

EDIT

Wall Street Journal selected UBIQ to produce a CG animation 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.



View here:

[partners.wsj.com/nec/new-face-of-security/](https://partners.wsj.com/nec/new-face-of-security/)



## 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

[youtu.be/NsaWOWuJgMg](https://youtu.be/NsaWOWuJgMg)



Japanese Version

[youtu.be/GPmwEp0a8Vo](https://youtu.be/GPmwEp0a8Vo)



## Video



SCRIPT

SHOOT

EDIT

UBIQ produced a video for Mitsubishi Heavy Industries, from storyboarding to editing, and developed 15- and 30-second versions in English and Japanese.



English 30s Version

[youtu.be/LhNdInflrM](https://youtu.be/LhNdInflrM)



English 15s Version

[youtu.be/NOXeDL8B7hk](https://youtu.be/NOXeDL8B7hk)



Japanese 30s Version

[youtu.be/MvFciA0yY1A](https://youtu.be/MvFciA0yY1A)



Japanese 15s Version

[youtu.be/zPagwjY0nf4](https://youtu.be/zPagwjY0nf4)



## 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.



View here:

[youtube.com/watch?v=zOoyORilUms](https://youtube.com/watch?v=zOoyORilUms)



## Product Video



SCRIPT

SHOOT

EDIT

UBIQ developed a B-to-B product video for Organo, including scripting, shooting, editing and subtitling, with versions made available in Japanese, English and Chinese.

 English Version

[youtu.be/lvyf9O0zJWA](https://youtu.be/lvyf9O0zJWA)

 Japanese Version

[youtu.be/Wcm2guzqHNw](https://youtu.be/Wcm2guzqHNw)

 Chinese Version

[youtu.be/kXBa41R2vI8](https://youtu.be/kXBa41R2vI8)



## 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

[youtu.be/KkBni\\_AWDnY](https://youtu.be/KkBni_AWDnY)



Japanese Version

[youtu.be/T1GnwI0E4HA](https://youtu.be/T1GnwI0E4HA)



Chinese Version

[youtu.be/SdeAkPZiYzo](https://youtu.be/SdeAkPZiYzo)



# 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 video animation.



RedPatch - Clip 1

[youtu.be/Keipke1pPIO](https://youtu.be/Keipke1pPIO)



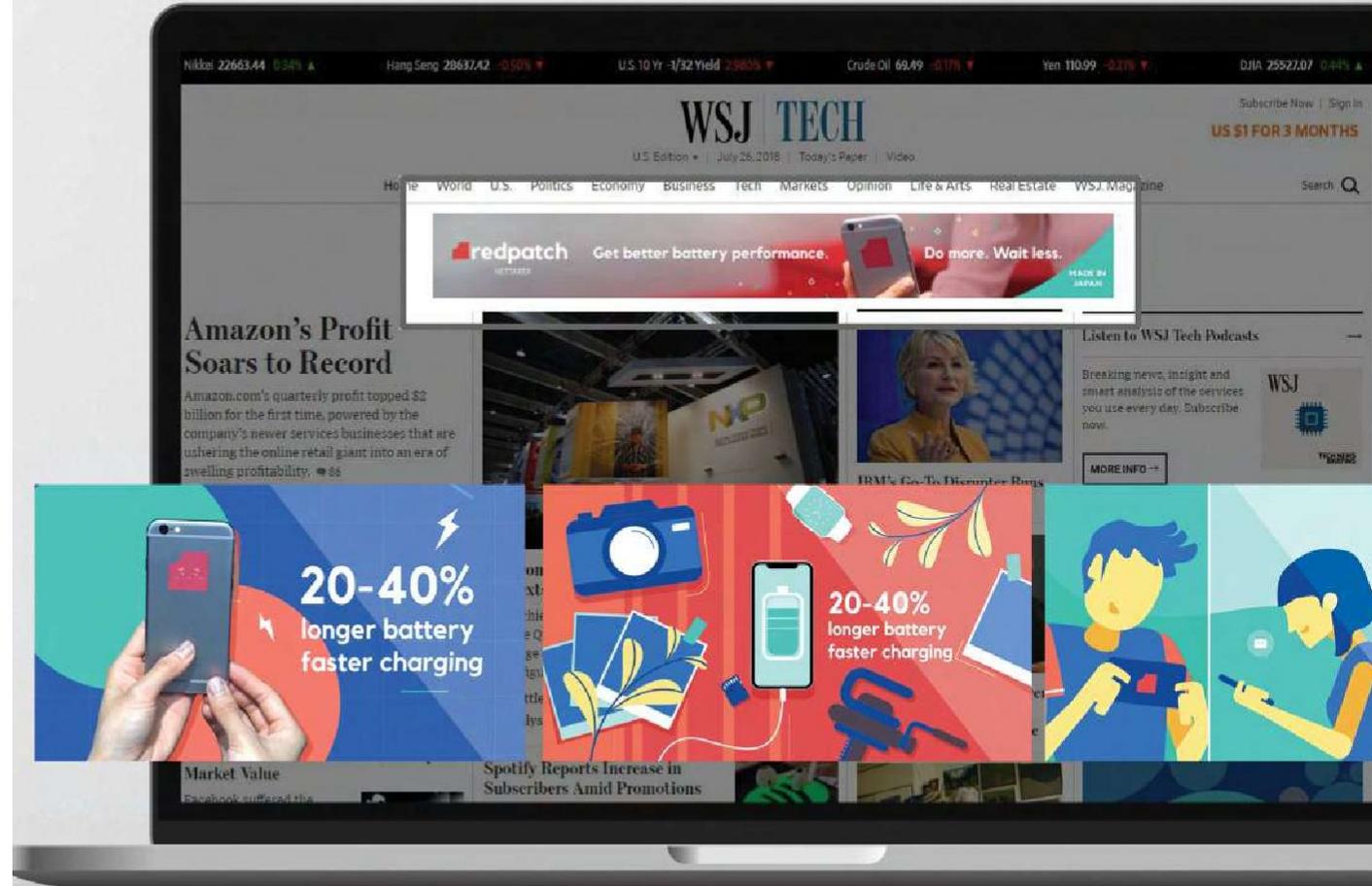
RedPatch - Clip 2

<https://youtu.be/uT-dfgjihlc>



RedPatch - Clip 3

[https://youtu.be/qB8UDucz\\_rE](https://youtu.be/qB8UDucz_rE)



CONTENT DEVELOPMENT FOR GLOBAL MARKETS

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The Work

**Copy and Design Direction**



## Newsroom Articles



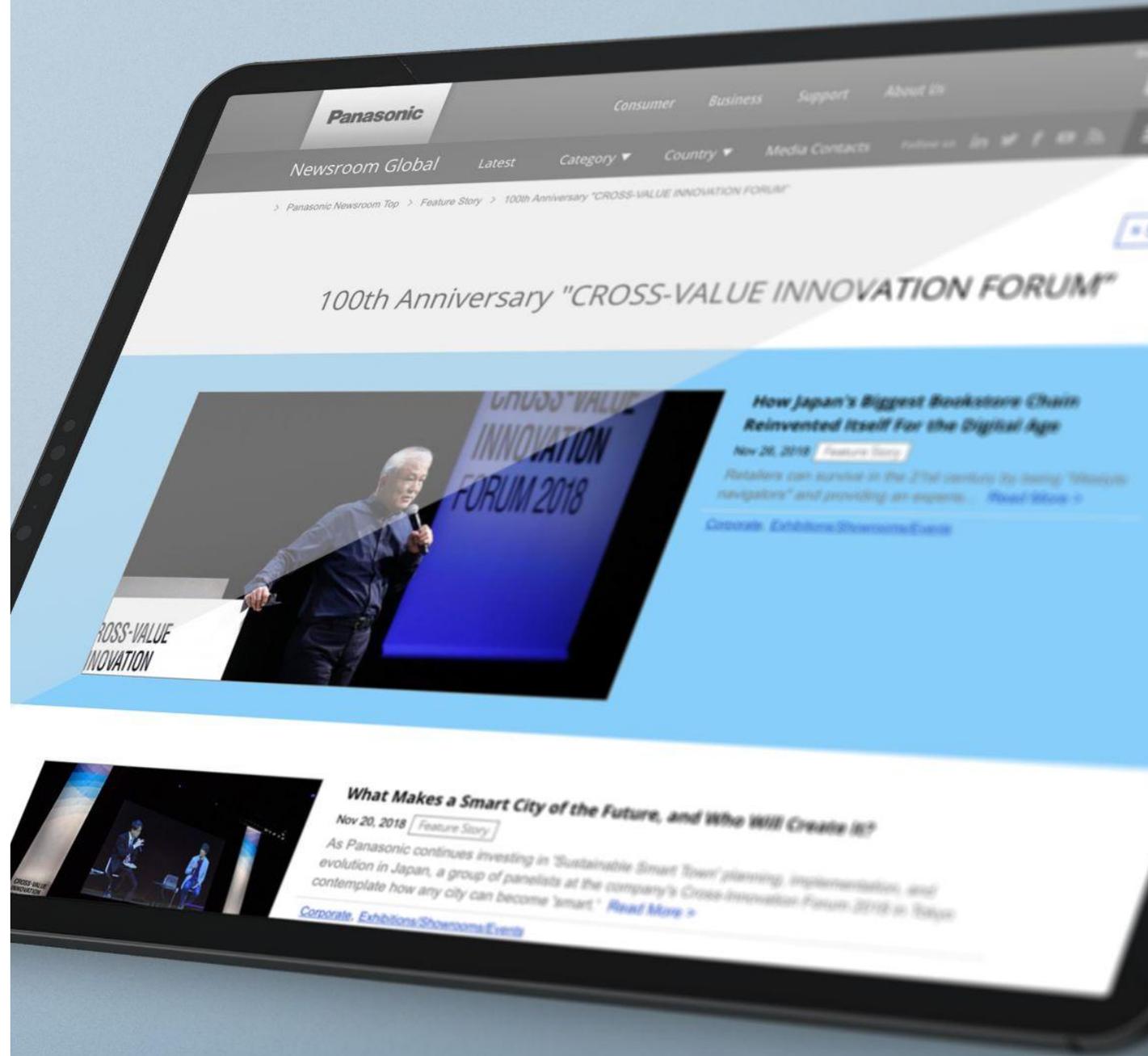
COPYWRITING

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.



View here:

[news.panasonic.com/global/stories/forum/](https://news.panasonic.com/global/stories/forum/)



## Online Magazine



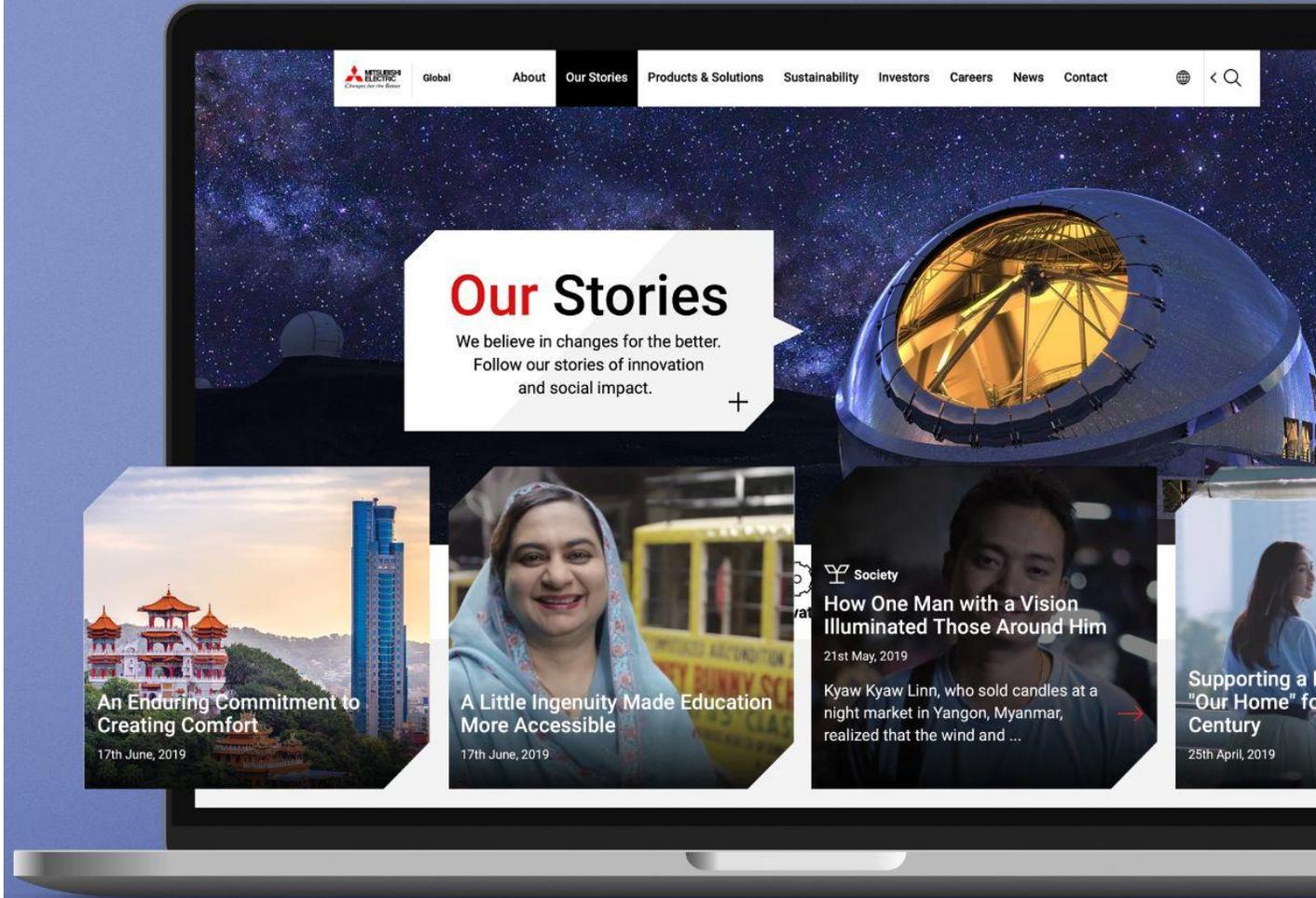
COPYWRITING

Mitsubishi Electric produced 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 wrote the articles and contributed visual elements to the layout.



View here:

[mitsubishielectric.com/en/our-stories/index.html](https://mitsubishielectric.com/en/our-stories/index.html)



## Online Articles



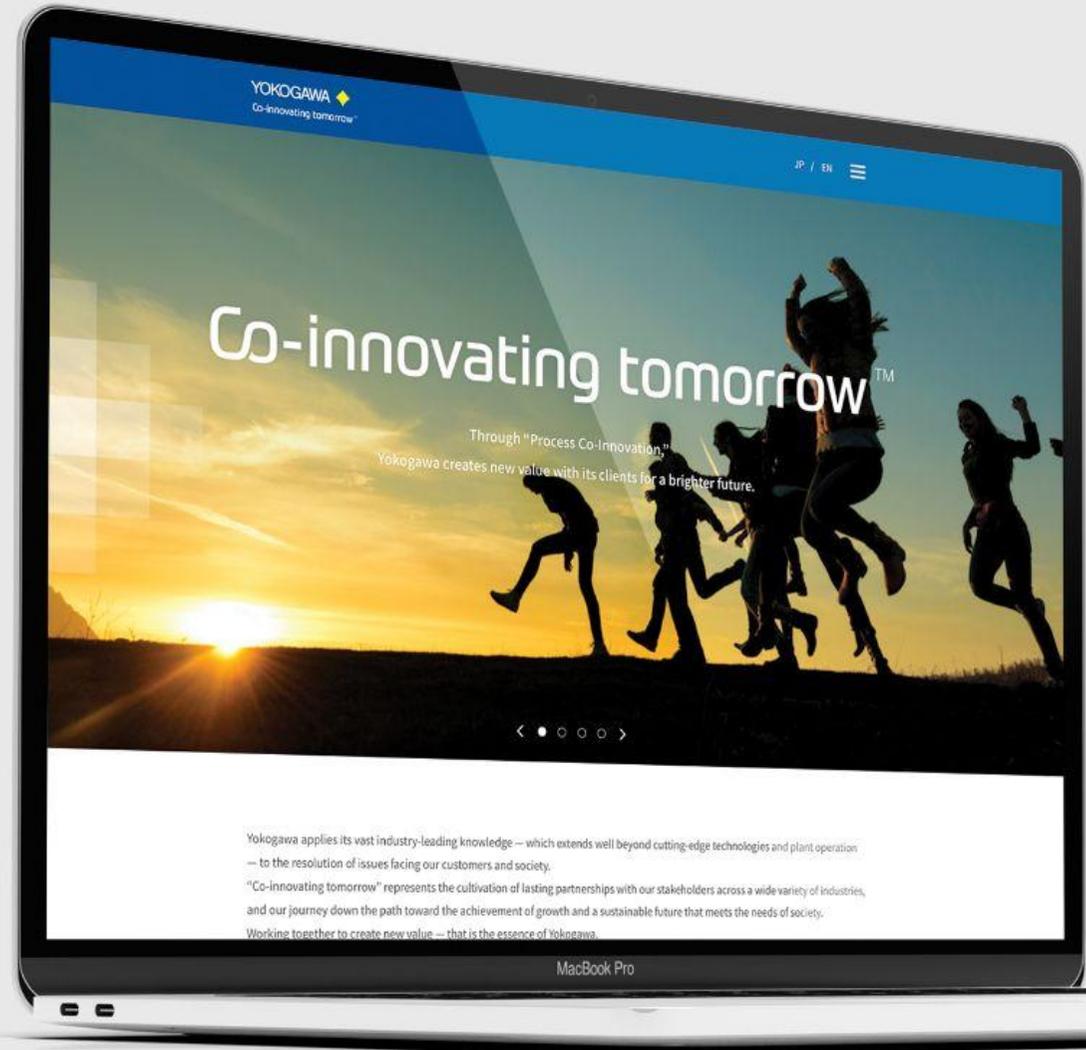
COPYWRITING

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



View here:

[yokogawa.com/coin/](http://yokogawa.com/coin/)



## Online Article

### TAMRON

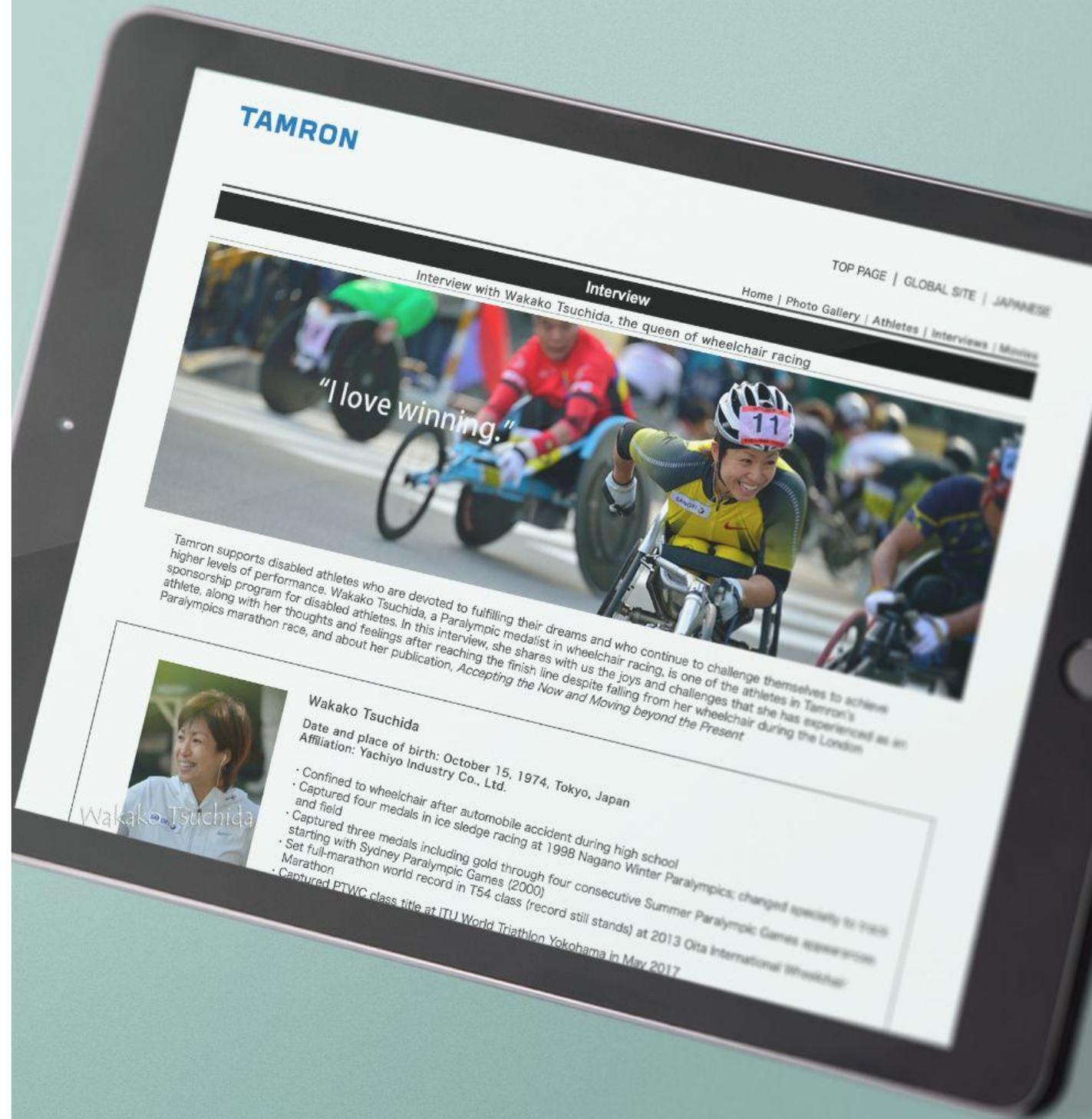
LOCALIZATION

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.



View here:

[tamron.co.jp/en/special/athlete/shien.html](http://tamron.co.jp/en/special/athlete/shien.html)



# Brand Articles



COPYWRITING

DESIGN

UBIQ produced a series of articles for the building solutions business of Mitsubishi Electric, a leader in the field of elevators and escalators, security and operational monitoring systems, HVAC and more. Featured were solutions using proprietary company technologies applied in major resorts and large scale installations in multiple markets worldwide.

## Building the New Normal into the New Better

Sometimes the best-laid plans go out the window. In 2020, a global pandemic and the corresponding economic upheaval changed much of what we took for granted up to that point. In addition to the businesses that suffered and jobs that were lost, many large facilities, especially entertainment and sports venues, sat empty and unused for most of the year.

A "new normal" rapidly emerged, one where the utmost importance is placed on the health and wellness of building occupants and users. It's a situation that also requires a combination of technology-based solutions and creative thinking to maintain a sense of normalcy and sustainability in the building development and management sector. There is, however, no reason that the new normal cannot inspire a "new better."

"As the COVID-19 pandemic has emptied offices across much of the world and some workers are reluctant to return there is a need for smart building initiatives to help repopulate them," said Brian O'Rourke, writing for S&P Global Market Intelligence<sup>(1)</sup>. He suggests that many new work-from-home employees may want to stay home after the pandemic has ended, and others may be willing to return but have safety concerns about going back to the office.

The 451 Research survey "Voice of the Enterprise: Coronavirus Flash Survey June 2020"<sup>(2)</sup> conducted in mid-2020, a web-based query of 575 IT decision-makers, indicates that 67 percent of organizations expect that expanded or universal work-from-home policies, implemented in response to the outbreak, will remain in place indefinitely. In addition, 47 percent of all companies surveyed expect to reduce office space, with 20 percent expecting to reduce it by more than 25 percent.

According to O'Rourke, in addition to its effect on the overall market, the coronavirus pandemic also depressed the smart-building market. When offices are empty and the economy is struggling, capital for both new buildings and retrofits is scarce, disrupting smart-building initiatives.

Commercial real estate managers as well as hardware and software vendors must adjust their plans and product choices to comply with the post-pandemic world that emerges. They will be looking to prove their value to current and future tenants. While this situation sounds perilous for the commercial real estate market, smart building strategies may help bring employees back.

Plans and product choices must comply with the emerging post-pandemic world in order to satisfy star tenants

**Mitsubishi Electric**  
Changes for the better

BUILDING THE NEW NORMAL INTO THE NEW BETTER | 1

## How architects can futureproof the buildings they design and satisfy building owners

This year and beyond, architectural firms should be incorporating integrated building solutions that safeguard the wellbeing of people and boost the bottom line for their clients.

The new trends in building development require the health and wellness of building occupants and users to be placed above all, creating a shift in the way architects approach their jobs.

To roll with the changes, architects must aim to futureproof the structures they design by ensuring healthy work environments for occupants and guests, finding new ways to use space with social distancing in mind, and incorporating systems that ensure low operational costs once a building is completed and in use.

Astute architectural firms as well as AEC teams and their client groups have the option

of partnering with a single-source building solution provider that also possesses the perspective of solutions that work in multiple markets worldwide.

Mitsubishi Electric is just such a partner, offering the hardware needed, the software to optimize operations, and comprehensive after-service options to handle upgrades and any issues that arise.

What should architectural firms and AEC teams focus on first? Three systems: HVAC, vertical transportation, and uninterruptible power supply (UPS) systems.

Looking ahead, with the perspective from the lessons learned during the pandemic, health and wellness must be designed in from the start, and builds must be sustainable and put safety, health and wellness front and center.

Architects can partner with a single-source building solution provider with local and global perspectives

# Integrated Report

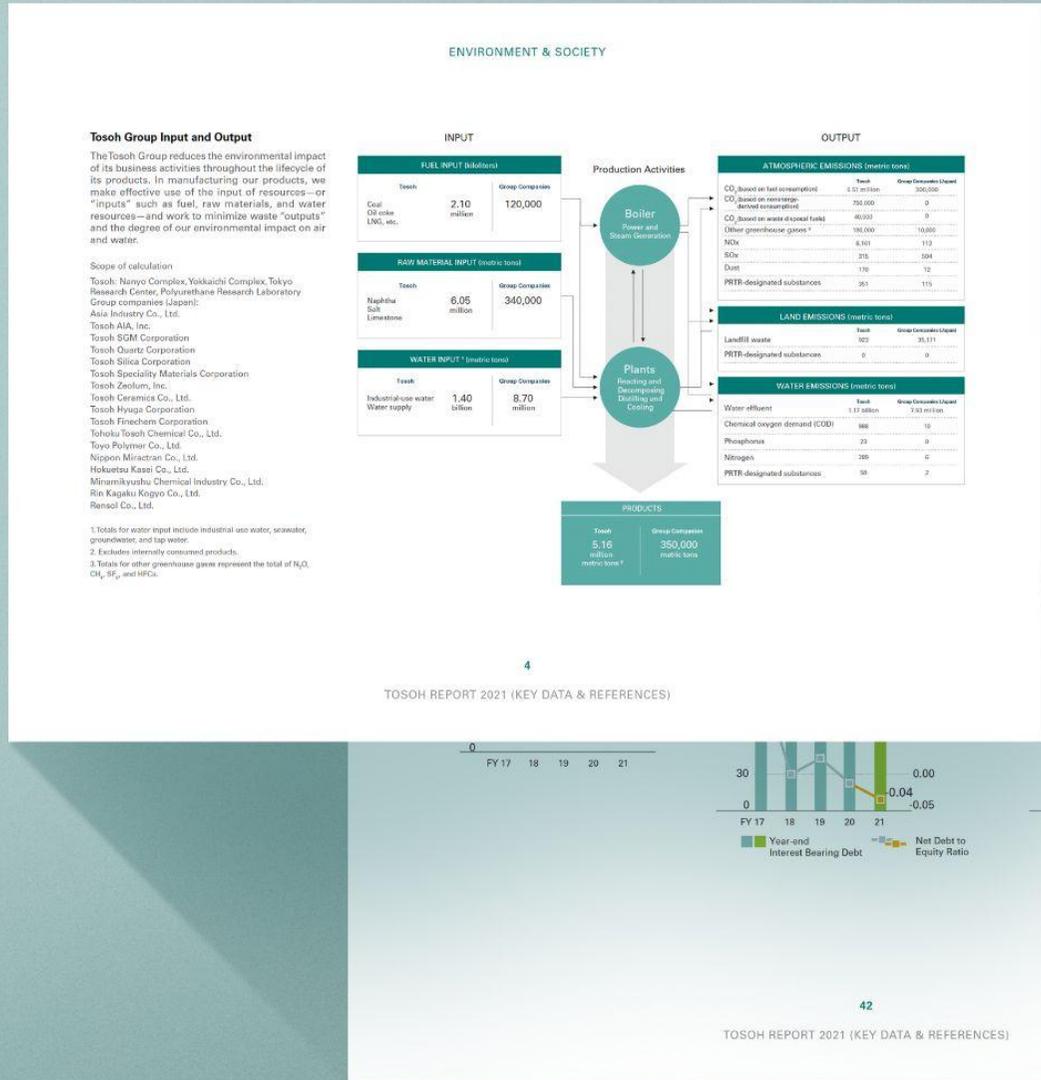


TOSOH

COPYWRITING

DESIGN

UBIQ develops English-language copy and graphic design for major corporations in Japan who need to appeal to overseas stakeholders.



# Internal Marketing



- COPYWRITING
- DESIGN

Warner Music Japan wanted to produce an internal publication to promote coldrain, one of its Japanese artists, to members of the Warner Music Group worldwide. UBIQ interviewed the leader of the band and wrote and designed a digital flyer expressing the appeal of the band, and its potential in global music markets.



# Infographic 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](http://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 Varson Bourne for NTT Communications, June 2016

IN PARTNERSHIP WITH




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.

## Magazine Ad



COPYWRITING

DESIGN

UBIQ produced an advertisement for a new zirconia product for Tosoh, a developer of materials for manufacturers, showcasing a world's first in performance flexibility and utility.

**Y<sub>2</sub>O<sub>3</sub>**  
**1.5Y**

**Fracture toughness**  
**10MPa·m<sup>1/2</sup>**

**3P Bending strength**  
**1200MPa**

**Sintering temperature**  
**1250°C**

### New higher-grade zirconia rolls with the changes

They said it couldn't be done, but Tosoh—a name long synonymous with breakthroughs in zirconia—found a way. Introducing Zgaia™, a next-gen, higher grade zirconia powder developed to achieve a perfect balance of high fracture toughness and high bending strength that opens up a new world of applications. Featuring a lower sintering temperature for reduced impact on the environment, products made with Zgaia are more resilient, versatile, and even unprecedented. Contact your Tosoh representative today to discover how Zgaia can change your business.

# Zgaia

Tosoh Corporation [zirconia@tosoh.co.jp](mailto:zirconia@tosoh.co.jp) Tosoh USA, Inc. [info.tusa@tosoh.com](mailto:info.tusa@tosoh.com) Tosoh Europe B.V. [info.tse@tosoh.com](mailto:info.tse@tosoh.com)

# 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.



# 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.



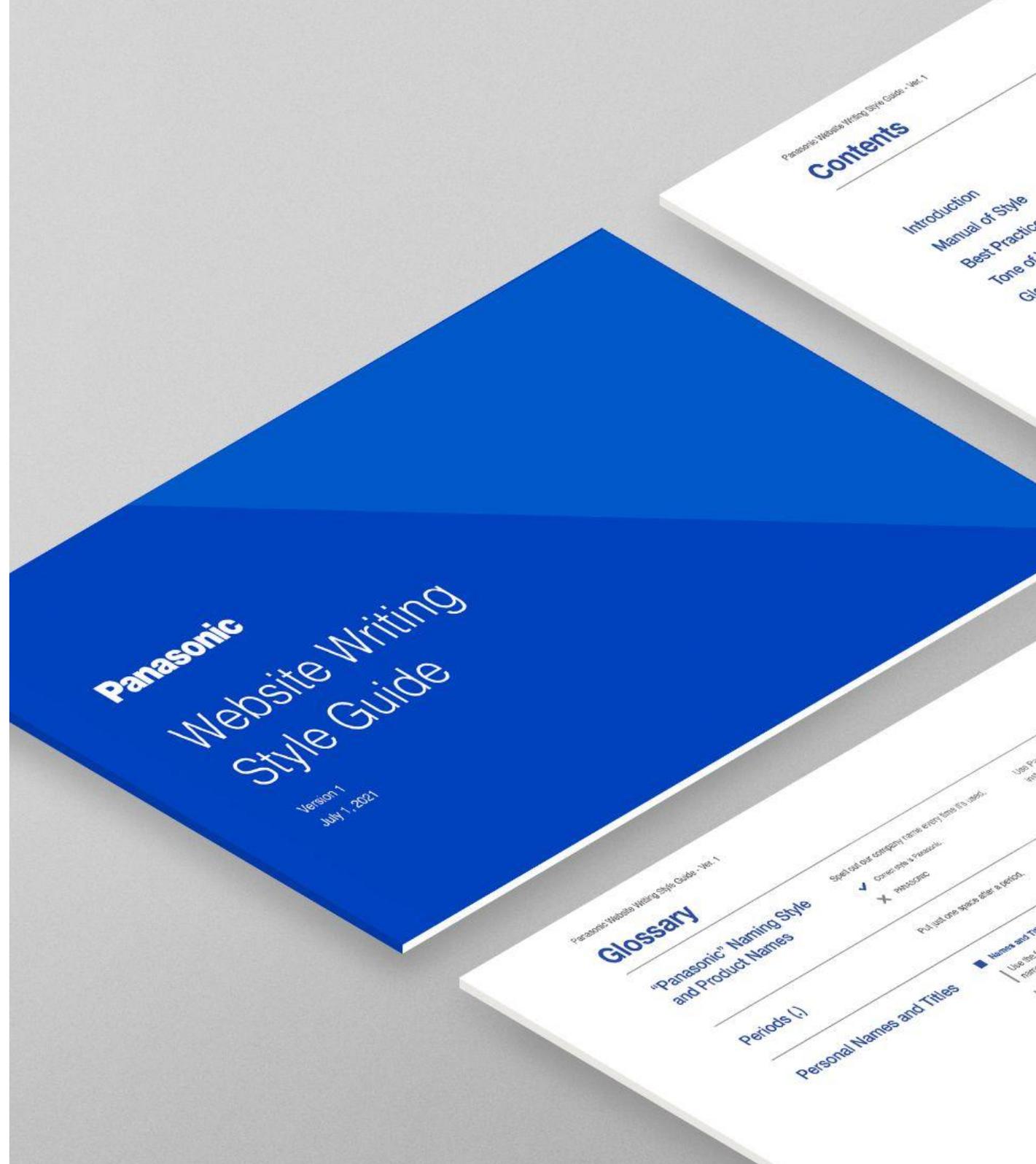
# Style Guide

## Panasonic

COPYWRITING

DESIGN

UBIQ planned and produced the Website Writing Style Guide for Panasonic, which has a need for consistency in copy development and tone and manner across multiple markets worldwide.



## Social Media Ads



COPYWRITING

DESIGN

UBIQ created ads for NTT, Inc., used across social media channels in multiple overseas markets.

NTT 59,020 followers Promoted

NTT can help evolve your business by maximizing the efficiency of your global workforce and integrated IT ecosystem. Learn more <https://lnkd.in/guhgRtp>

**NTT**

Rethink the status quo.

VISIT WEBSITE

g digital transformation [Learn more](#)  
vices.html

Comment Share Send

comment...

NTT 59,020 followers Promoted

NTT delivers agile, secure, and high performing solutions across all network infrastructures. Learn more <https://lnkd.in/guhgRtp>

**NTT**

From the cloud to the branch.

VISIT WEBSITE

Redefining digital transformation [Learn more](#)  
global.ntt/services.html

Like Comment Share Send

comment...

## Poster Design



COPYWRITING

DESIGN

UBIQ developed posters for Organo for a trade show in the United States, combining concise copy and graphs for impact and quick conveyance of pertinent information.





## UBIQ K.K.

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090-9644-0881

Michael Hoover (Managing Director)

Capitalized at JPY 10 million

Financial Partner: Mizuho Bank, Jonan Trust Bank,  
MUFG Bank

Incorporated: June 30, 1997

Primary Business Focus: Brand Consulting and Advertising

<https://www.ubq.co.jp/en/>