

# Your Trusted Navigator

At our core, we transform insights into influence.

As a forward-thinking PR agency, we help brands forge meaningful connections with their audience by blending data-driven strategies with creative storytelling.

Our understanding of the full funnel allows us to smoothly and effectively solve challenges at every step from building brand awareness to demand generation.

Whether entering the competitive Japanese market or seeking to expand your presence, we promise to be your trusted navigator, guiding you to stay one step ahead in every scenario.



Co-Founder / Producer

**Kotaro Asano**

With over 12 years of experience in communications, he has worked both at PR agencies and as a corporate marketer.

After studying in the U.S., he returned to Japan and held roles at a Dentsu subsidiary and the PR agency MSL Japan before becoming independent in 2019. In 2021, he founded WONDERHOODS.

In client work, he has led a wide range of PR activities, particularly for software companies such as DataRobot and Domo, earning strong recognition and trust. He has also supported numerous companies—from global brands like Netflix and Slack to startups—across PR, marketing, and content creation.



Co-Founder / Creative Director

**Mio Sasaki**

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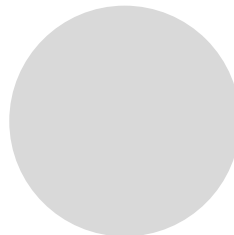
Co-Founder / Producer

**Kotaro Asano**

With nearly 30 years of experience, he has supported clients in reputation management, marketing communications, and digital/social advertising.

After starting his career in sales at a securities company, he joined a marketing PR startup, where he contributed to business launch, service design, and development.

In 2000, he joined MSL Japan, a communications firm under Publicis Groupe, overseeing brand communications and demand generation for Tech and B2B clients. From 2008, he served as Deputy Managing Director, later becoming General Manager in 2020, leading domestic operations and the technology division. He joined WONDERHOODS in 2023 as a Senior Advisor.



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**Saho Inagaki**

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## Insight & Strategy

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# Insight & Strategy

## Research and Insights

## Strategy Planning

## Integrated Media Strategy and Channel Planning

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At WONDERHOODS, our Insight & Strategy services help brands navigate complex markets with precision and creativity. We blend data-driven research with strategic thinking to unlock new opportunities and drive impactful campaigns.

By combining rigorous analysis with creative storytelling, we deliver actionable strategies that turn insights into meaningful brand connections. Partner with us to stay ahead in an ever-evolving marketplace.

## Research & Insights :

We dive deep into consumer behavior, market trends, and competitive landscapes to uncover key insights that shape brand success.

## Strategy Planning :

Leveraging insights, we craft tailored brand strategies that align with business objectives, ensuring long-term growth and differentiation.

## Integrated Media Strategy and Channel Planning :

We design data-backed media strategies that optimize channel selection and engagement, maximizing campaign effectiveness across platforms.

# Creative, Design & Content

## Creative Strategy

## Creative Direction

## Design & Content Production

## Movie Creation

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At WONDERHOODS, creativity is at the heart of everything we do. Our Creative, Design & Content services transform ideas into compelling brand experiences that captivate audiences and drive engagement. With a strategic approach, we craft visually stunning and emotionally resonant narratives that make an impact.

By blending creativity with strategy, we help brands break through the noise and create lasting impressions. Let's build something extraordinary together.

## Creative Strategy

We develop insight-driven creative concepts that align with brand objectives and resonate with target audiences.

## Creative Direction

From vision to execution, we guide the creative process to ensure consistency, innovation, and effectiveness.

## Design & Content Production

Our team produces high-quality visual assets, from branding and graphics to immersive digital content. Movie Creation – We bring stories to life through cinematic storytelling, crafting videos that inspire, inform, and connect.

## Movie Creation

PR-driven videos with deep product, market, and messaging insight.

# Public Relations & Marketing

## Earned Media Strategy & Media Relations

## Influencer Engagement

## Digital & Social Strategy

## Paid and Performance Media

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At WONDERHOODS, we shape brand narratives that resonate and inspire. Our Public Relations & Marketing services blend strategic storytelling with data-driven marketing to maximize brand visibility, credibility, and engagement. We develop integrated campaigns that connect with audiences across earned, owned, and paid media.

Combining creativity with analytical precision, we help brands break through the noise and create lasting connections.

## Earned Media Strategy & Media Relations

We build meaningful media relationships and develop PR strategies that secure impactful coverage in the right outlets.

## Influencer Engagement

We identify and collaborate with authentic influencers who amplify brand messaging and drive genuine engagement.

## Digital & Social Strategy

We design dynamic social media strategies and explore emerging platforms to keep brands ahead of the curve.

## Paid and Performance Media

We optimize paid media investments with data-driven campaigns that enhance reach, engagement, and ROI.

# Corporate & Reputation

## Corporate Communications

## Reputation Management

## Stakeholder & Key Opinion Leader Strategies

## Executive Visibility & Media Training

## Employer Branding

## Employee Communications

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At WONDERHOODS, we help businesses build trust, strengthen reputations, and navigate complex corporate landscapes. Our Corporate & Reputation services provide strategic communications that enhance credibility, foster stakeholder relationships, and position brands as industry leaders.

By combining strategic insights with impactful storytelling, we help businesses cultivate trust and long-term success. Let's build a reputation that sets you apart.

## Corporate Communications

We craft clear, compelling corporate messaging that aligns with business goals and resonates with key audiences.

## Reputation Management

We proactively manage brand reputation, mitigating risks and shaping positive public perception.

## Stakeholder & Key Opinion Leader Strategies

We identify and engage key stakeholders to drive influence and advocacy.

## Executive Visibility & Media Training

We enhance leadership presence through tailored visibility strategies and media training.

## Employer Branding

We develop authentic employer branding strategies to attract and retain top talent.

## Employee Communications

We create internal communications that inspire, align, and engage employees at every level.



## Technology & Telecom

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## Industry & Manufacturing

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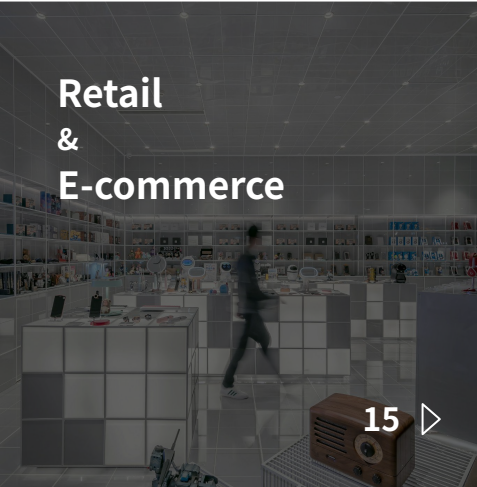
## Professional Services

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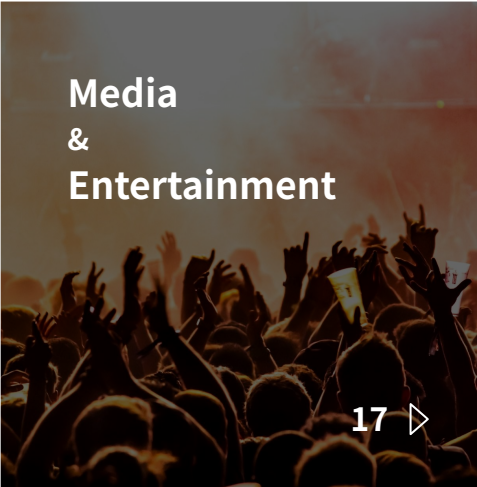
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## Food & Beverage

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## Technology & Telecom

Technology is the driving force behind transformation, innovation, and economic growth. From cloud computing and AI to IoT and blockchain, technological advancements are reshaping industries, redefining business models, and creating new market leaders. But in an era of radical change, standing out requires more than just innovation—it demands the right story, told the right way.

At WONDERHOODS, we help technology and telecom companies navigate this dynamic landscape by crafting compelling narratives that engage investors, attract top talent, and build lasting brand equity. Our expertise goes beyond technology itself—we blend cultural insights, policy trends, and social impact with data-driven storytelling and award-winning creativity.

Whether you're a startup scaling to a global brand or an established enterprise seeking to redefine your market position, our strategic communications programs will set you apart. We have helped transform products into companies and companies into entire ecosystems. With our deep industry knowledge and proven track record, we position our clients at the forefront of technological evolution.



## Industry & Manufacturing

Manufacturing and industrial (M&I) companies are the backbone of global progress, shaping the world through innovation, precision, and resilience. Yet, they face complex challenges—workforce shortages, supply chain disruptions, shifting regulations, and the growing demands of sustainability. In this rapidly evolving landscape, the ability to communicate effectively with stakeholders is essential for success.

At WONDERHOODS, we help industry leaders navigate change and seize new opportunities. Whether you're producing essential materials, manufacturing cutting-edge technology, or refining global supply networks, we craft tailored strategies that enhance reputation, strengthen trust, and drive long-term business value. Our expertise spans corporate reputation management, employee engagement, crisis communications, and brand marketing.

We understand that in a B2B-driven world, relationships are everything. Our team helps you craft compelling narratives, connect with key decision-makers, and leverage industry events to amplify your brand. By turning challenges into opportunities, we position our clients at the forefront of industrial transformation—helping them not only adapt but lead in an era of innovation and sustainability.



## Professional Services

In the professional services sector, reputation is everything. You're not just offering services—you're offering trust, expertise, and the ability to deliver results. But in a crowded and competitive marketplace, standing out requires more than just excellence—it requires strategic storytelling, visibility, and credibility.

At WONDERHOODS, we help professional services firms enhance their reputation, attract clients, and build lasting relationships. Whether you're a law firm, consultancy, financial services provider, or recruitment specialist, we craft targeted communication strategies that highlight what makes you unique. From regulatory expertise and branding to digital engagement and media relations, we ensure your firm is recognized as the go-to expert in your field.

We understand the nuances of personal brand building, industry networking, and thought leadership. Our tailored PR and digital marketing solutions position your firm at the forefront of industry conversations, ensuring that the right people—prospective clients, employees, and investors—see your value.

With proven success in helping firms navigate business growth, acquisitions, and public reputation management, WONDERHOODS empowers professional service providers to not just compete, but to lead.



## Consumer Brand

In today's world, building a strong consumer brand is about more than just visibility—it's about trust, cultural relevance, and lasting emotional connections. Consumers don't just buy products; they invest in brands that align with their values, lifestyles, and beliefs.

We craft brand stories that go beyond marketing to create meaningful engagement. Leveraging deep consumer insights, trend analysis, and multi-channel strategies, we develop campaigns that resonate with audiences at a cultural and emotional level. Whether integrating brands into pop culture at the speed of news or tackling deeper societal challenges, our work builds brand equity, preference, and loyalty.

Trust is at the heart of consumer decisions. We help brands cultivate transparency, authenticity, and credibility through compelling storytelling and strategic engagement. Our expertise spans industries—from food and beverage to beauty, wellness, and consumer tech—delivering campaigns that spark conversations, drive action, and build enduring relationships.



## Retail & Ecommerce

In today's world, shopping is more than just a transaction—it's a reflection of culture, values, and identity. Consumers don't just buy products; they engage with brands that resonate with their lifestyles. With a digital marketplace at their fingertips, retailers and e-commerce brands must create seamless, meaningful experiences that drive engagement and loyalty.

At WONDERHOODS, we help brands navigate this evolving landscape with a powerful mix of consumer insights, creative storytelling, and strategic engagement. We craft bold, attention-grabbing campaigns that spark conversations, deepen brand trust, and convert shoppers into loyal customers. Our approach integrates social media, influencer engagement, and best-in-class media relations to ensure that our clients' stories are not just seen but truly experienced.

From driving traffic and increasing conversions to building strong brand communities, we help retail and e-commerce brands cut through the noise and create real impact. Whether launching a new product, revitalizing a brand, or enhancing the omnichannel experience, WONDERHOODS turns shopping into a cultural movement—one that builds lasting connections and fuels commercial success.



## Lifestyle & Leisure

At WONDERHOODS, we believe life is about creating meaningful moments—whether through travel, leisure, or lifestyle experiences. As the industry evolves with shifting consumer expectations and digital transformation, brands must find new ways to inspire, engage, and connect.

With deep expertise in media relations, consumer engagement, and digital strategy, we craft compelling narratives that bring destinations, experiences, and brands to life. From turning hidden gems into must-visit hotspots to elevating emerging brands into household names, our campaigns influence perceptions, drive awareness, and foster lasting emotional connections.

Our approach blends creativity with data-driven insights, ensuring brands stay ahead in an increasingly competitive market. Whether launching a new hospitality concept, repositioning a travel destination, or amplifying lifestyle brands, we help clients navigate industry shifts, capture audience attention, and ultimately, turn moments into movements.



## Media & Entertainment

In today's fast-moving media and entertainment landscape, capturing and keeping audience attention is more challenging than ever. WONDERHOODS helps brands cut through the noise, turning passion points into cultural impact.

From blockbuster premieres to digital-first storytelling, we craft compelling narratives that build authentic fandom and drive brand relevance. Whether it's securing high-profile talent, activating major sponsorships, or executing full-scale 360-degree campaigns, we ensure our clients become an integral part of the cultural conversation.

Our expertise spans content creation, distribution, social engagement, and audience analytics, helping brands seamlessly integrate into the entertainment ecosystem. By leveraging data-driven insights and creative strategies, we position brands where it matters most—on the platforms, screens, and events that shape today's media landscape.

WONDERHOODS empowers clients to stay ahead of industry shifts, navigate complex media environments, and forge deeper connections with audiences worldwide. Whether you're a streaming giant, a production house, or a media innovator, we help you tell stories that captivate, inspire, and resonate.



## Food & Beverage

Food is more than sustenance—it's culture, identity, and a deeply personal choice. At WONDERHOODS, we help food and beverage brands tell compelling stories that inspire loyalty, influence behavior, and drive meaningful conversations.

With a deep understanding of global food trends, supply chains, and evolving consumer values, we craft strategies that place brands at the heart of the food culture. From launching innovative products to navigating complex issues like food safety and sustainability, we help brands engage with consumers in authentic and impactful ways.

We don't just follow food trends—we help shape them. By bridging the gap between brands, consumers, and key stakeholders, we create conversations that matter and build lasting connections in the ever-evolving world of food and beverage.