

COLOURS.
CREATIVE AGENCY IN JAPAN

COMPANY CREDENTIALS
CASE STUDIES

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WE ARE
COLOURS.



COLOURS. IS A CREATIVE
COMMUNICATIONS
AGENCY FAMILIAR AND
EXPERIENCED WITH
LUXURY AND PRESTIGIOUS
BRANDS.

We specialize in...

- PR strategy consultation
- Media strategy
- Brand association programs
- Influencer promotions
- Content creation
- Translation services



BRAND STRATEGY: LUXURY BRAND EXPERIENCES

COLOURS. provides PR and Marketing consultancy services. These are consisted by brand strategy, corporate advisory and brand association programs.

We work closely with luxury hotels, lifestyle brands, tourism boards, and cosmetics as clients to deliver thoroughly researched marketing solutions, commercially-relevant corporate solutions, distinctive brand narratives, and strategic communications campaigns.

COLOURS. PROFESSIONAL EXPERTS



- COLOURS. personnel are professional experts with unique and relevant experience.
- We have comprehensive knowledge and wide experience in PR, digital marketing, and brand promotion.
- Our experts have extensive network contacts with media, influencers and KOLs throughout Japan.
- We have strong connections with luxury media and celebrities.
- All our staff are either bilingual or trilingual, making COLOURS a very diverse work environment.

OUR CLIENTS



Choose Chicago



Tokyo Olympics
2020



Rosewood
Hotels & Resorts



Oakwood Hotels



gugu



mesm Tokyo



SPANDY FILMS



Xsolla



Sulwhasoo



Shangri-La
Tokyo

1. PUBLIC RELATIONS



COLOURS. EXPERTISE

COLOURS. public relations team aims for cultivating personal and flexible relationships with clients, acting as an extension of their in-house team.

COLOURS. has widespread contacts in media and exercises. Our expertise are in luxury markets with aids of long-standing media relationships. We specialize in creative presentation coupled with a tailored, proactive approach.

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2. SNS MANAGEMENT



COMPREHENSIVE SNS MANAGEMENT AND CONTENT CREATION

We provide comprehensive support from initial concept making to content creating, photoshoot, video shoot, posting, to meet clients needs.

SNS strategy consultation for the Japanese market, manage SNS in Japanese, English, Chinese.

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3.

INFLUENCER MARKETING



COLOURS. delivers targeted digital engagement across owned, earned and paid media, with the aim of complementing and reinforcing clients wider communication campaigns.

- influencer collaborations
- KOL campaigns
- KOL/Celebrity ambassador
- Creative content
- community management
- paid social that suits in Japan market

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4. **SUSTAINABLE COMMUNICATION**

COLOURS. OFFERING
SUSTAINABLE COMMUNICATION
STRATEGY FOR THE JAPANESE
MARKET

Consult sustainable activities with the clients, committed to delivering brand association projects in support of clients' objectives and their position in the market in Japan.

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5. BRAND PARTNERSHIP



COLOURS. OFFERING
CROSSOVER BRAND
COLLABORATION

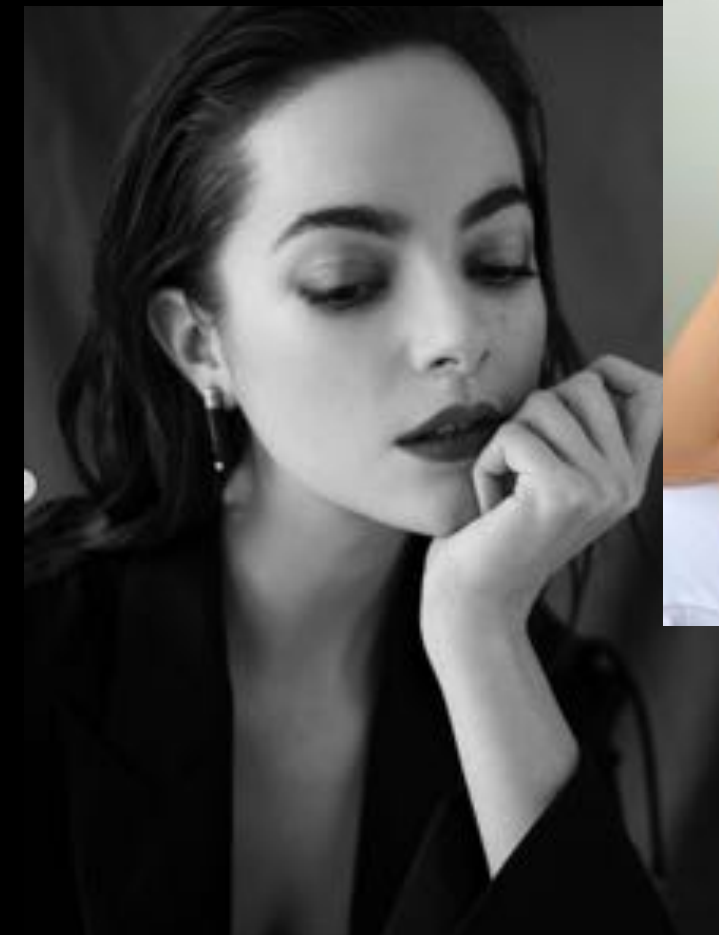
Consult brand positioning in Japan and offer the appropriate brand collaborations for the clients.



EXTENSIVE INFLUENCER NETWORK

COLOURS. has established extensive and strong network with quality influencers both domestically and globally for the following brands.

- Travel
- Lifestyle brand
- Gadget
- Cosmetic brand
- Wellness brand
- Sustainable brand

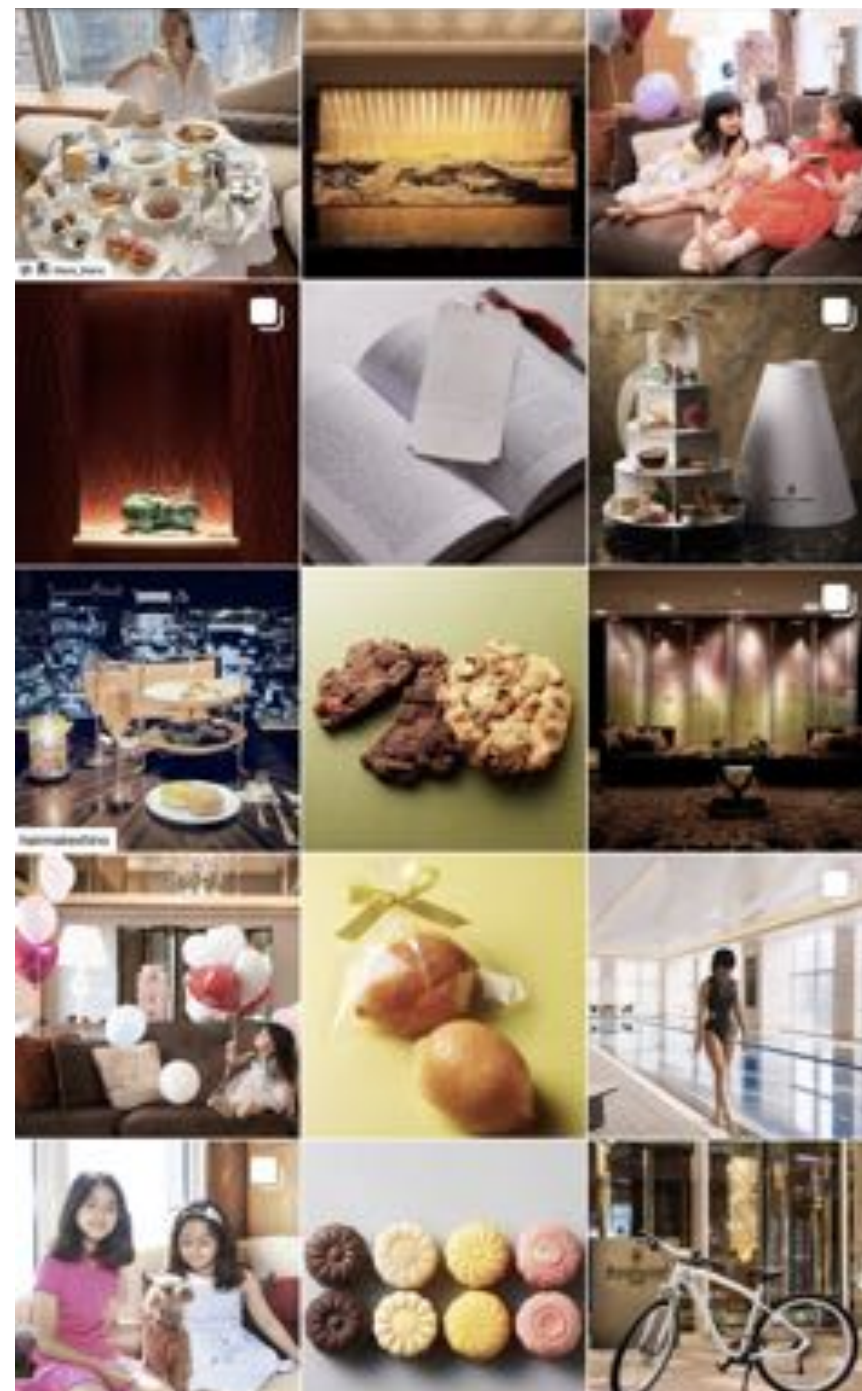


SNS MANAGEMENT

Case1: Chicago Tourism
Official JPN IG account



Case2: Shangri-La Tokyo



COLOURS. Instagram account management service includes...

- SNS branding direction consultation
- Visual style guide
- Content development
- Monthly posting scheduling/content calendar
- Photo shoots and editing
- Graphic design
- Caption development and translation (JPN/HK/CHN/ENG)
- Posting through SNS management tool
- Posting stories and interacting with followers
- Influencer management

INFLUENCER/KOL MARKETING

Case1: Lifestyle Company



Case2: Five-Star Luxury Hotel



COLOURS. SNS influencer development programs include...

- Research appropriate and suitable influencers for brands
- Influencer list development
- Concept development for SNS posts
- Negotiation with influencers for maximum coverage & exposure
- Continuous follow-up on influencers
- SNS affiliate program management

INFLUENCER/KOL MARKETING

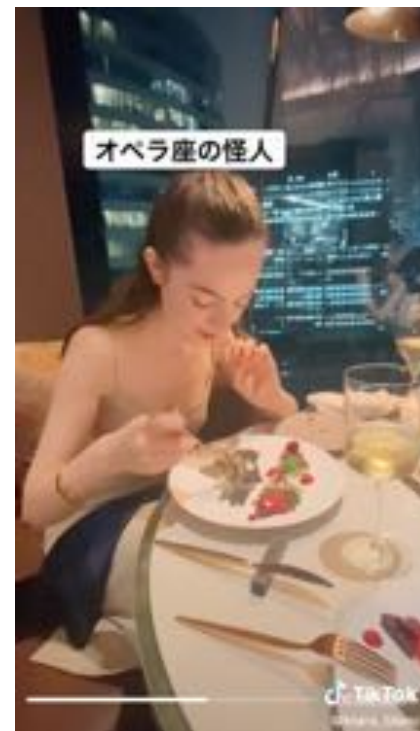
(On YouTube/ TikTok/ RED/ Facebook)



facebook



TikTok



小红书



CASE STUDIES

ROSEWOOD HOTELS & RESORTS CEO INTERVIEW

COLOURS. successfully pitched
CEO interview for Rosewood Hotels
& Resorts

- Forbes Japan
- Media Impressions: 572,760,620
- Ad Value: USD 76,000
- URL:
<https://forbesjapan.com/articles/detail/32038>



CASE STUDIES

LUXURY HOTEL PR/BRANDING

COLOURS. successfully pitched
mesm Tokyo, Autograph Collection

- VOGUE Japan online
- Media Impressions: 22,606,431
- Ad Value: USD 16,000
- URL:

<https://www.vogue.co.jp/lifestyle/article/travel-tokyo-hotel-guide-2020-mesm-kahala>



CASE STUDIES

LUXURY HOTEL PR/BRANDING

COLOURS. successfully pitched Kyoto Yura Hotel M Gallery

- Esquire online- men's fashion magazine
- Media Impressions: 23,000,000
- Ad Value: USD 10,000
- URL:

<https://www.esquire.com/jp/mensclub/a33464520/kyotomgallerlynews-200731/?fbclid=IwAR3TyeIYClphMNVdH1Fnr0QXsF0Tmgp55PDf8ayp0AKTKfv2plorx0Dk7n8>

Esquire



京都ユラホテルMギャラリー、京都府京都市中京区



CASE STUDIES

LUXURY HOTEL PR/BRANDING

COLOURS. successfully pitched Kyoto
Yura Hotel M Gallery

- ELLE online
- Media Impressions: 65,000,000
- Ad Value: USD 15,000
- URL:
<https://www.elle.com/jp/culture/travel/a33619760/spiritual-tour-in-kyoto-6uy-200825/>

ELLE ONLINE



CASE STUDIES

LUXURY HOTEL PR/BRANDING

COLOURS. successfully pitched Kyoto Yura Hotel MGallery

- FIGARO Japan online
- Media Impressions: 73,000 copies monthly
- Ad Value: ½ page USD 13,000



CASE STUDIES

LUXURY HOTEL PR/BRANDING



Morning Calm

- Content: Introducing mesm Tokyo as a Bleisure Hotel
- Media Impression: 200,000
- Ad Value: ¥2,000,000



3 메즈무 도쿄, 일본 Mesm Tokyo, Japan

최근 일본 도쿄에 새롭게 떠오르는 지역은 '워터스 타케시바'다. 일본의 국토교통부와 민간기업이 힘을 합쳐 개발한 지역으로 이곳에 호텔 메즈무 도쿄가 있다. 비즈니스 여행자를 위해 '보팅 서포트 플랜'이라는 이름 아래 호텔과 하네다 공항을 연결하는 리무진 보트 서비스를 운영한다. 하네다 공항에 내려 호텔 전용 리무진 보트에 몸을 싣고 도쿄 강변을 40분간 달리면 호텔에 도착한다. 짧은 이동 시간 덕에 피로가 풀린더러 컨일을 앞두고 마음의 여유를 갖게 된다.

WATERS Takeshiba is a hot new area in Tokyo. It was developed through a partnership between Japan's Ministry of Land, Infrastructure, Transport and Tourism and private companies, and it is the home of the hotel Mesm Tokyo. As part of the hotel's Total Support Plan, it is offering a limousine boat service for business travelers arriving at Haneda Airport. From the airport, the boat takes just 40 minutes to arrive at Takeshiba District Landing Area, within Tokyo Bay.



CASE STUDIES

LUXURY HOTEL PR/BRANDING

TRAVEL+
LEISURE
SOUTHEAST ASIA

Travel+Leisure

- Contents: Introducing mesm Tokyo as an Uber-arty Eco-chic Hotel
- Media Impression: 984,302
- Ad Value: ¥19,620,000

REVIEW: MESM TOKYO, AN UBER-ARTY ECO-CHIC HOTEL

This brand-new hotel, a collab of Autograph Collection and East Japan Railway Company, is finding truly creative ways to reduce its eco footprint. Here's why it's on our list as soon as we can get to Tokyo.

Secondly, that it brings art into nearly every aspect of the hotel, even going as far as to have a dedicated creative director involved in everything from uniforms to F&B. There is naturally lots of interesting visual art throughout the hotel, but also live performing art or music daily, restaurant courses inspired by shows at the neighboring Shiki Theater, and an original cocktail menu composed entirely of homages to famous artworks.

General manager Hisashi Oinuma walks me through their efforts over drinks. I'm somewhat distracted my Delacroix-inspired French Revolution cocktail arriving in billowing clouds of smoke like the *Tricolour* over the barricades, but the energetic Oinuma, whose towering pompadour hairstyle recalls a young Elvis, is equally fascinating. He wears the same stylish uniform as the rest of the front-of-house staff, a loose unisex black design from mode designer Yohji Yamamoto's Y's BANG ON! label. Gender equality is an SDG in its own right, but having only one type of uniform in just three sizes also cuts down on textile waste.



Club Mesm terrace with view



General manager Hisashi Oinuma



Cocktail Revolution

CASE STUDIES

INFLUENCER MARKETING (SULWHASOO)

COLOURS. successfully pitched
influencer campaign for cosmetic brand
SULWHASOO



Influencer: buritei

- Content: Introducing testing experience of Sulwhasoo product
- Followers: 80,000
- Ad Value: ¥800,000



CASE STUDIES

INFLUENCER MARKETING (SULWHASOO)

COLOURS. successfully pitched
influencer campaign for cosmetic brand
SULWHASOO



Influencer: akko1202akko

- Content: Introducing testing experience of Sulwhasoo product
- Followers: 80,000
- Ad Value: ¥640,000



CASE STUDIES

INFLUENCER MARKETING (MESM TOKYO)

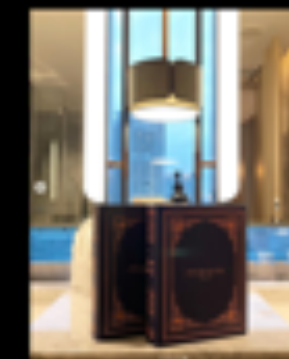
Instagram



Famous designer

TOMO KOIZUMI

- Content: Introducing mesm Tokyo and the stay experience
- Followers: 72,000
- Ad Value: ¥288,000



CASE STUDIES

HOTEL OPENING MEDIA EVENT

COLOURS. successfully organised a hotel opening media event for M gallery in 2020. Invited 20 media 20 influencers to experience the hotel.



CASE STUDIES

BRAND PARTNERSHIP PROJECTS

OAKWOOD KYOTO OIKE X UNDERSON UNDERSON

COLOURS.
successfully
organised a brand
partnership program
and
conduct PR activities
and IG LIVE event.



CASE STUDIES

BRAND PARTNERSHIP PROJECTS

OAKWOOD HOTEL & APARTMENTS X MOVIE PREVIEW

COLOURS.
successfully
organised a brand
partnership program
and
conduct PR
activities.



PRESS RELEASE

2022年3月16日

オークウッドホテル&アパルトメント麻布
映画「オートクチュール」鑑賞券付き宿泊パッケージを
5室限定で3月16日より予約受付開始



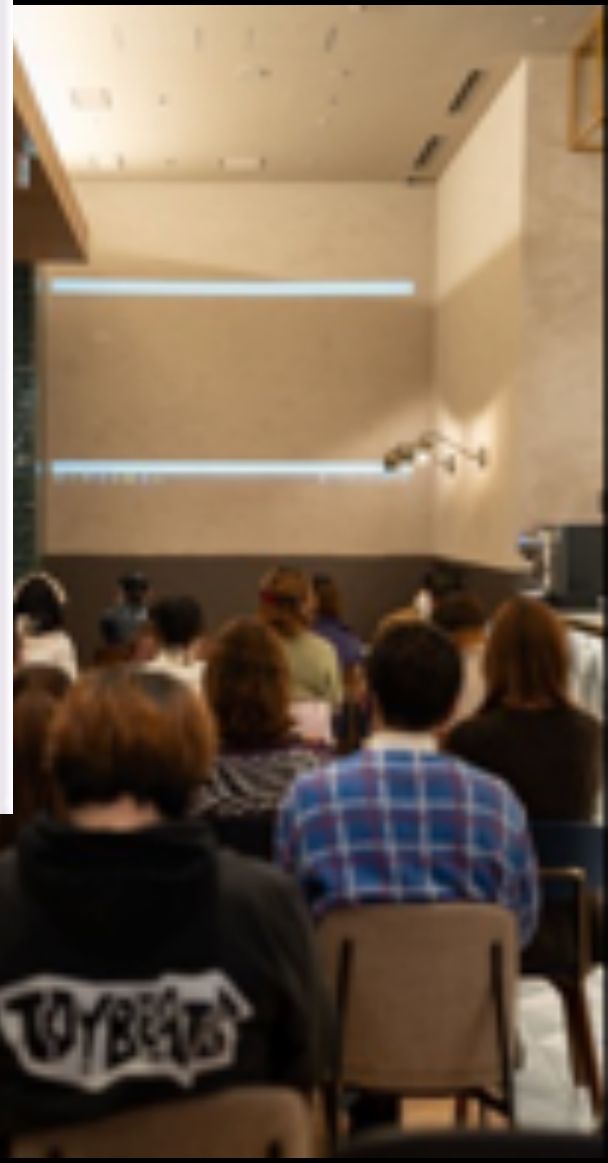
オークウッドホテル&アパルトメント麻布(所在地:東京都港区麻布3-10-4)敷支配人、大戸道樹は、2022年3月25日公開のフランス映画「オートクチュール」とコラボレーションし、「オートクチュール」鑑賞券付き宿泊パッケージを期間・数量限定で販売いたします。(2022年3月16日)予約受付開始)

1967年に最初のコレクション「コロール・ニューロック」を発表して以来、美しいものを愛する人々に注目される、世界最高峰のファッションデザイナー。そのデザイナーのオートクチュール・アトリエ責任者として活躍の途程にあり、その「オートクチュール」ではデザイナーの完璧な美を支える、古来からの職人技を誇りつづけています。鑑賞と観劇は正倉出身のシルヴィー・オパノン、大塚優子タリイ・バイを筆頭に、話題作への出演が続く大注目リネーターも出演する注目の作品です。

当宿泊パッケージは数量限定5室のみの販売となり、全室豪華電化付きのオークウッドホテル&アパルトメント麻布での快適な滞在には、特別に非売品フランス用香水などもご用意。専員やリップルでのご利用はもちろん、ご家族やご友人と、上質な寛ぎの空間で「オートクチュール」映画鑑賞という、通常の滞在とは一味違う居心地の時間を過ごしてください。

宿泊プランの詳細は下記をご参照ください。

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