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Digital Marketing for Beauty & Lifestyle Brands **360-degree brand communication strategy including social media strategy, digital advertising and OOH, influencer and talent collaborations, creative production, and full project management and execution.**?? Based in Tokyo, An-ya provides end-to-end strategy, planning and execution for large-scale digital & integrated projects and campaigns. We re focussed, not full-service , meaning we do what we do best and deliver on quality and expertise while aligning top-level business goals and ROI. Specializing in beauty and lifestyle, we have long experience with big-name brands in cosmetics, haircare, confectionery, food and beverage, and consumer lifestyle products. We plan and execute 360 degree brand communication strategies across social media, digital and traditional advertising, influencer and talent collaborations through to video and creative production. And with a strong emphasis on analytics and research, our process allows us to track data to develop actionable insights that help craft stories, drive valuable engagement and optimize performance. ?? **What we do:** Brand communication strategy Customized consumer and market research Social media strategy & management Digital advertising & OOH Search engine marketing Influencer marketing & talent collaborations Social listening & reputation monitoring Video, visuals & sound production ?? **Bridging Globals & Locals:** An-ya works closely with global brands helping them to bridge gaps with their Japan entity or subsidiary. We utilize our Japan market knowledge to help our clients meet goals for the Japanese market, and we facilitate local teams that lack the capabilities or human resources for successful project execution. Our team provides essential support and account management in English and Japanese.

For more details, please visit <https://www.jyp.jp/detail/an-ya-higashi-4>
