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Shinichi Ueno
President and Group CEO
ASATSU-DK INC.
(TSE 1st Code: 9747)

Business Tie-up with The Frameworks to boost branding service capability in B2B domain

ASATSU-DK Inc. (President & Group CEO; Shinichi Ueno, Head Office; Chuo-ku, Tokyo, hereinafter “ADK”) and The Frameworks (Head Office; London, UK and Detroit, US, Representatives; Terry Brissenden, Lawrence James respectively) have reached an agreement on business tie-up and will kick into gear in a full-fledged manner in the end of January. The Frameworks is a brand-focused marketing agency with proprietary techniques in B2B branding and B2B communication development.

Aiming to strengthen branding and marketing services in the B2B domain which is becoming increasingly important in years to come, ADK has decided to enter into a partnership with The Frameworks of more than 20-year experience in the field of B2B branding for global players. ADK will house The Frameworks Tokyo Office within the current premises in the end of January. Meanwhile, The Frameworks will send the Tokyo Office several talents from its headquarters of London and Detroit. Subsequently, it will recruit some professionals locally.

Two companies have already started working on for Japanese companies in a collaborated way. ADK sees this partnership as an opportunity to capture revealed and potential B2B marketing communication needs at the global level and power proposals to our clients by leveraging unique methods that The Frameworks has developed.

Meanwhile, The Frameworks expects, through this partnership agreement, to gain better understanding of Japanese corporate culture, enhance services and offering to Western B2B clients in the Japanese market.

The demand for Japanese companies' B2B marketing communication is expected to grow, not limited to the domestic market, but also overseas such as Europe, the USA, Asia and Middle East. Once we have cemented its operational foothold, we will approach our clients more proactively.

About The Frameworks

Company name :The Frameworks

Established :1989

Capital:GBP 200,000

Headquarters :London, UK and Detroit, USA

Representative:Terry Brissenden for London, Lawrence James for Detroit

Employees :63

Contact :info@theframeworks.com

The Frameworks is a marketing communication agency, based in London, UK and Detroit, Michigan. It works for clients all over the world. The Frameworks has developed unique and comprehensive services, covering from B2B companies' brand development to communication strategy, and to creative development.

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