

2 July 2018

ADK Launches Creative Boutique CHERRY INC. as Orchard for Creativity

ASATSU-DK Inc. (headquarters: Minato-ku, Tokyo; president: Shinichi Ueno, hereafter “ADK”) has established a new creative company, CHERRY INC. (hereafter “CHERRY”) to begin operations from today, July 2. Starting out with six young, fearless and spirited creatives, the new company will be independent from ADK, which has made a new start in 2018 securing mid- and long-term growth. The new company aims to *create great opportunities to bring brands and people together* through ideas that cross over existing categories and go beyond traditional advertising.



In recent years, with more diversity in tastes and lifestyles as well as how information is gathered, advertising is increasingly being ignored or dismissed. Under these circumstances, advertisers have begun to emphasize brand continuity and consistency rather than simply creating points of contact through conventional advertising methods. In doing this, people’s perceptions must be changed, with the aim to *create relationships* that foster fans of brands while providing *news-worthiness*. To tackle this task, ADK decided to start an independent boutique, as a flexible partner for brands. In-house creatives and a business manager/producer who have worked on high-profile advertising campaigns have launched the new company, CHERRY, aimed to *create great opportunities to bring brands and people together*. CHERRY is situated in an independent office near ADK headquarters where great ideas will be grown.

CHERRY aims to:

Grow connections, not just expressions.

With communication diversifying, people cannot be activated simply through mass advertising or digital media. Instead of the conventional approach of simply producing work for boxes, or ad placements, cross-bred ideas should be grown, that bloom and attract fans, just like cherry blossoms.

CHERRY. The Creative Orchard



CHERRY

About CHERRY

Name: CHERRY INC.

Establishment: July 2nd, 2018

Office: 5F, 2-35-5, Nishi-shinbashi, Minato-ku, Tokyo

URL: <https://chrry.jp>

Why the name CHERRY?

Cherry blossoms in Japan stand for the blooming of potential.

And cherry is used to symbolize a fresh outlook.

As the orchard for creativity, CHERRY aims to grow great ideas for brands and connect them with people.

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