

SERVICE OVERVIEW

Content Creation.

Japan-ready content in two languages, made to publish

Content that looks and sounds like it was made for Japan — because it was. We produce social posts, short-form video, photography, articles, and visual assets in Japanese and English, ready to publish. You can take it as a standalone pack for channels your team runs, or as the production engine behind channels we manage together.

WHO THIS IS FOR

Built for foreign brands that need a steady stream of Japan-ready content without hiring locally, and for Japanese organizations telling their story outward in English. It suits universities recruiting students through campus-life and program storytelling, and consumer brands that want social, video, and editorial channels to stay genuinely active. It works whether we run your channels or your in-house team does.

What's included.

01**Social posts**

Written and designed posts in Japanese, English, or both — native copy in each language, not translations of one master text.

02**Short-form video**

Reels, TikTok, and Shorts — planned, shot, and edited for how each platform is actually watched, with native captions.

03**Photography**

Shoot days for products, people, campuses, and events, delivering a usable library rather than a handful of hero shots.

04**Long-form articles**

Blog posts and editorial pieces researched and written for your audience, structured to be found and read.

05

Graphics and visual assets

Banners, infographics, key visuals, and templates that keep everything on-brand across channels and languages.

06

Bilingual adaptation

When content needs to exist in both languages, we rework it for each audience — tone, references, and format included.

How we deliver.

1

Brief and direction

We start from what you're trying to say and to whom, then agree on formats, languages, and the tone that fits — before anything gets made.

2

Plan the calendar

A monthly content plan mapping every asset to a channel and a date, so you always know what's coming and can adjust early.

3

Produce

Writing, shooting, filming, editing, and design — done by the same people you've been talking to, in the language each piece calls for.

4

Review together

You see everything before it ships. Feedback goes straight to the person who made it, so revisions are fast and nothing gets lost in relay.

5

Deliver and hand off

Finished assets arrive organized, captioned, and sized per channel — ready for your team to publish, or for ours if we manage the channels.

Deliverables.

- Ready-to-post social content in Japanese and English
- Edited, captioned short-form video (Reels/TikTok/Shorts)

What we measure.

Assets delivered against the agreed monthly plan

On-time delivery rate per content calendar

- Photo library from shoot days, selected and retouched
- Long-form articles with headlines, structure, and SEO basics
- Graphics and visual assets sized for each channel
- A monthly content calendar you can see and shape
- Source files and usage documentation on request

Engagement rate on published social content

Short-form video views and watch-through

Organic traffic and time-on-page for articles

Revision rounds per asset (a proxy for how well we know your brand)

Pricing.

From ¥100,000/mo.

Monthly content packs from ¥100,000/mo. Short-form video from ¥60,000 per video. Photo/video shoot day from ¥120,000. Long-form articles from ¥40,000 per article.

These are guideline figures. The right pack depends on volume, languages, and how much shooting your content needs, so we scope it with you first — a short discovery conversation over email is usually enough to put a firm quote together.

How we start.

- 1 Discovery**
A short email exchange (or call, if you prefer) to understand goals, audience and scope.
- 2 Proposal & quote**
A tailored plan with a fixed quote — scope, timeline, deliverables and KPIs agreed up front.
- 3 Agreement**
The contract is signed electronically through our secure e-sign portal. No printing, no fax.
- 4 Kickoff & portal access**
You get access to your OJI client portal — tasks, progress, files, notes and deadlines, all in one place.
- 5 Delivery & reporting**
Work ships on the agreed rhythm, with transparent updates and plain-language reports against the KPIs we set.

Common questions.

Do you post the content, or just produce it?

Either. You can take our monthly pack and publish through your own team, or have us feed channels we also manage. Either way, every asset arrives finished, captioned, and sized for its channel, so handing it to an in-house team is a genuine handoff, not a second production job.

Is the Japanese content translated from English?

No. We write natively in each language. When a piece needs to exist in both, we adapt it — same idea, reworked for how people actually read and watch in that language. Translated captions tend to read like translated captions, and Japanese audiences notice quickly.

Who owns what we make?

You do. Finished assets are yours to use across your own channels, and we document any third-party elements (music licenses, model releases, stock) so your team knows exactly what can be reused where. Source files are available on request.

Let's talk.

Email is fastest — tell us your goals and we'll reply within one business day.

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