

## SERVICE OVERVIEW

# Influencer Marketing.

## Creator partnerships in Japan, built on trust and handled end to end

Word of mouth carries unusual weight in Japan, and the wrong creator match — or an awkwardly translated brief — reads instantly as inauthentic. We find, vet, and manage Japanese creators across Instagram, YouTube, and TikTok, handling briefs, contracts, usage rights, and reporting so the partnership feels natural on both sides. One-off sponsored content or long-term ambassador programs, run by the same bilingual team you talk to.

### WHO THIS IS FOR

This is for foreign brands that want credible Japanese voices introducing them to a careful, trust-driven market — and for Japanese organizations ready to work with creators abroad. It suits teams without a Japanese-speaking marketer in-house: you get one point of contact in English while everything creator-facing happens in natural Japanese. If you're shopping for the biggest follower count at the lowest price, we're probably not your agency; if you want the right audience to start trusting you, we are.

## What's included.

**01**

### Creator sourcing and vetting

We build shortlists across Instagram, YouTube, and TikTok in Japan, then vet by hand — audience quality, comment tone, past sponsorships, brand safety. Follower counts are the last thing we look at.

**02**

### Campaign design and briefs

A concept that fits both your brand and the creator's feed, written into a bilingual brief that's specific enough to protect you and loose enough to let the creator sound like themselves.

**03**

### **Negotiation, contracts, and usage rights**

We negotiate fees and deliverables in Japanese and put everything in writing — including exactly where, how, and for how long you can reuse the content afterward.

**04**

### **Content review and disclosure**

Every draft is checked against the brief, your brand guidelines, and Japan's rules on disclosing sponsored content before anything goes live.

**05**

### **Campaign management**

Scheduling, reminders, revisions, and all creator communication — handled in Japanese by us, summarized in English for you.

**06**

### **Reporting and recommendations**

A plain-language report on what ran and how it performed, plus a clear call: repeat, adjust, or grow the relationship into an ambassador program.

## **How we deliver.**

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**1**

### **Discovery**

A short email exchange or call about your product, your audience, the shape of your budget, and what a good outcome looks like.

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**2**

### **Shortlist and approval**

You receive a vetted creator shortlist with our reasoning and fee estimates for each. You approve the direction; we negotiate.

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**3**

### **Brief and contract**

We finalize the concept, brief the creators in Japanese, and lock contracts — including usage rights — before any content is made.

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**4**

### **Production and review**

Creators draft, we review against the brief and disclosure rules, and you sign off on anything material.

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## Launch and report

Content goes live on schedule. We monitor the campaign, then send the report and our recommendation for what comes next.

## Deliverables.

- Vetted creator shortlist with selection rationale
- Campaign concept and bilingual creative brief
- Signed creator contracts with usage-rights terms
- Content review and approval log
- Posting schedule and live-campaign coordination
- End-of-campaign performance report
- Usage-rights summary for content reuse

## What we measure.

Reach and impressions per placement

Engagement rate by post and by creator

Video views and completion, where the platform reports them

Clicks and traffic from tracked links

Follower growth on your Japan-facing accounts during the campaign

Cost per engagement across the campaign

## Pricing.

### From ¥300,000 per campaign + creator fees.

Campaign management from ¥300,000 per campaign, plus creator fees. Typical all-in campaigns land between ¥500,000 and ¥2,000,000 depending on the creators involved and the scope.

Guideline pricing — the final quote is tailored to scope after a short discovery conversation, which can start with a single email. Creator fees are agreed transparently before anything is signed. Long-term ambassador programs are quoted as ongoing engagements.

## 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.**

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### **Can we start with a single campaign before committing to anything bigger?**

Yes — and that's how we'd recommend starting. A single campaign is an honest way to test creator fit and messaging, and if it works, we'll show you what an ambassador program could look like. There's no long-term commitment built into the first project.

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### **Who owns the content, and can we reuse it in our own channels or ads?**

That's negotiated up front, not after the fact. Every contract states where, how, and for how long you can reuse the content — organic reposts, paid amplification, your own site — and you get a plain-language summary of those rights with the final report.

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### **What about Japan's rules on sponsored content?**

Japan regulates undisclosed advertising, and Japanese audiences are quick to call out anything that feels hidden. Every post we manage is clearly and correctly disclosed. That matters legally — and just as much commercially, because open disclosure is how sponsored content earns trust here.

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## Let's talk.

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

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