



Japan Perspective on the IPREX State of Communications and Marketing Report 2023



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IPREX THE GLOBAL
COMMUNICATION
NETWORK

The latest IPREX report, *State of Global Communications and Marketing 2023*, well documented the challenges and opportunities for international communications among today's multi-national corporations (MNCs).

Challenges

Asia is identified as the most challenging region, as 16% of all the respondents listed it when their home region is removed, followed by Middle East (13%) and Continental Europe (10%).

This is not a surprising result for us, given our location is at the heart of the region: Japan. Asia is one the most diverse parts of the world in geography, culture, religion and language to name a few. This makes the region fragmented and difficult for companies to apply a one-size-fits-all approach.

This is also exemplified by the result of the report that nearly half the larger organisations, and even one third of the smaller ones, use agencies country by country for external communications. At Asoviva, we completely agree with the approach to improve communications locally.

At Asoviva, we are very proud of having worked for international companies for years, providing localised and creative solutions to their never-be-the-same, changing issues.

In the past, Canadian software company came to us to enhance their external communications and improve messaging in Japan, a Swedish fin-tech start-up worked with us when their service launched in the market, a British automotive aftermarket company partnered with us for their first Japanese innovation facility launch, and the list goes on.

About

Asoviva is an integrated PR agency based in Tokyo with decades of experience communicating with stakeholders in Japan.

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Opportunities

Although the communications environment is constantly changing, we are very optimistic about the bright future. In the report, half the respondents globally answered that communicating across borders will be less difficult in the coming years, and one third of them attributed it to technological advancement.

From our point of view, AI is already a key factor to make a day-to-day work easier and faster, used for understanding a client and its business better, providing a fresh view to our proposal and activity plan, and producing better insights on every aspect on business, for example.

Nevertheless, technology is used by people and the report illustrates that one of the challenges is “too few people to do the work” for MNCs across the world. This would suggest, again, the importance and effectiveness to use a professional service, and we are ready to capture the momentum.

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