



株式会社ADKインターナショナルは、
国内および海外におけるコミュニケーション活動全般を取り扱う
ADK グループの一員です。

株式会社ADKインターナショナルと株式会社 創美企画は、
平成23年4月1日付をもって合併いたしました。

今後は株式会社ADKインターナショナルとして両社の持つ経営資源の統合を
はかり、新しい体制でサービス向上に尽力いたす所存でございますので、
引き続きご支援を賜りますようお願い申し上げます。

[JAPANESE ▶](#)

**ADK International a member of the ADK Group whose
communications activities span the domestic Japanese market
and markets around the world.**

ADK International Inc. merged with Sohbi Corporation
on April 1, 2011. We will operate under the ADK International Inc.
name as we work to consolidate the assets each brings to the table,
and as we strive to leverage this opportunity to provide clients
with an even higher level of service.

We look forward to your ongoing patronage.

[ENGLISH ▶](#)

Simplifying
Communication
Worldwide

Simplifying communication worldwide

Our unique know-how and expertise enable ADK International to respond accurately and efficiently to the complex needs of the communication industry.

As communications evolve to higher and more intricate levels - due not only to language, culture, nationality, regional differences and age, but also to growth in digital infrastructure, ADK International provides broadly-based and deeply-committed communication methodology developed over decades of advertising activities within Japan and throughout the world.

Providing
Solutions

Corporate
Profile

Organization

Group
Companies

Worldwide
Network

Contact Us

Providing Solutions

[Marketing & Consulting](#) ▶

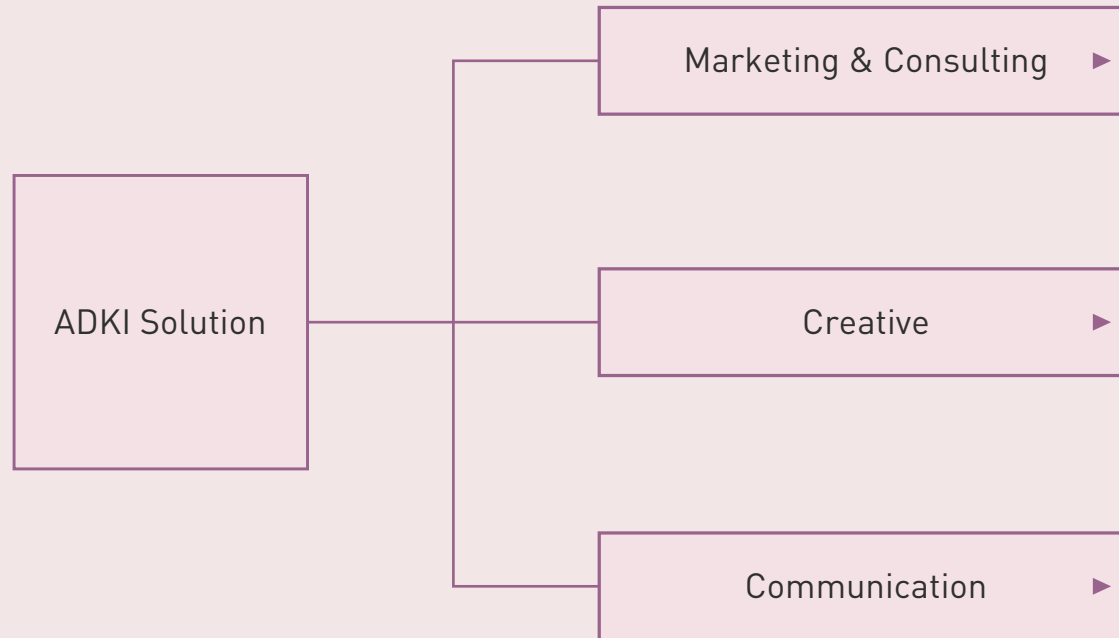
[Creative](#) ▶

[Communication](#) ▶

[BACK](#) ◀

ADK International's flexible organizational structure enables us to respond in the widest variety of ways to the highest percentage of client requirements.

Utilizing the respective capabilities of Asatsu-DK as well as its group of affiliates and professional partners, ADK International assembles a project team, optimizes it to the requirements at hand, and finally delivers the ultimately effective solution to the client's needs.



Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ Communication ▶

BACK

Marketing & Consulting

Our experienced veteran account staff enables us to take full advantage of ADK's unique spectrum of marketing methods and branding support systems. Utilizing the assistance of the consulting group at ADK, we are able to deliver a complete range of marketing and consulting solutions.

ADK Marketing

ADK Overseas Network

WPP Group

ADK Marketing resolves client issues by approaching them from the perspective of "creating and nurturing brand value," and by developing unique methodology that's as advanced as it is effective.

- A-BEAT: ADK's exclusive brand diagnostic system
 - Precise analysis of brand value
 - Evaluation of basic brand value
 - Support data for brand interaction planning
- KNOTs: Internet survey system

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ Communication ▶

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ADK Marketing

ADK Overseas Network

WPP Group

Long-term regional data accumulated by ADK's overseas network enable employment of marketing resources unique to each region, ensuring precision marketing information and research.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ Communication ▶

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ADK Marketing

ADK Overseas Network

WPP Group

The international network comprising WPP Group provides comprehensive marketing services on a global basis, delivering optimum solutions to major firms and multinational corporations active in the international area.

- BRANDZ: WPP Group's proprietary brand evaluation system.

Providing Solutions ▶ Marketing & Consulting ▶ **Creative** ▶ Communication ▶

BACK

Creative

ADK International's highly experienced staff are specialists in export and import advertising. Our access to a broad range of creative resources, incorporating those of the ADK Group, allows us to implement optimum staffing to provide high-quality and effective creative solutions. Our constantly evolving creative potential ensures a wide variety of creative services both in Japan and abroad, specialized global creative control, as well as creative development fully incorporating the latest digital technologies.

ADKI Domestic Market Creative

ADKI Overseas Market Creative

ADK Creative

ADK Overseas Network

WPP Group

ADK Arts Inc.

Drawing on our rich experience and solid record in successfully working with domestic clients – as well as with foreign-owned clients active in the domestic market – ADKI maintains response flexibility in providing creative that is optimally designed for the Japanese market, while accurately reflecting the requirements of the parent company.

Providing Solutions ▶ Marketing & Consulting ▶ **Creative** ▶ Communication ▶

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ADKI Domestic Market Creative

ADKI Overseas Market Creative

ADK Creative

ADK Overseas Network

WPP Group

ADK Arts Inc.

Extensive experience and know-how in the production of award-winning creative targeting overseas markets has nurtured our capacity to deliver total creative encompassing above as well as below-the-line services.

Providing Solutions ▶ Marketing & Consulting ▶ **Creative** ▶ Communication ▶

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ADKI Domestic Market Creative

ADKI Overseas Market Creative

ADK Creative

ADK Overseas Network

WPP Group

ADK Arts Inc.

Utilizing the rich and extensive creative resources innate to a major agency, ADK Creative is able to instantly respond to diverse client needs. Additionally, the vast experience of our staff ensures effective creative response where expertise in specific product areas or business models is required.

Providing Solutions ▶ Marketing & Consulting ▶ **Creative** ▶ Communication ▶

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ADKI Domestic Market Creative

ADKI Overseas Market Creative

ADK Creative

ADK Overseas Network

WPP Group

ADK Arts Inc.

Utilizing Tokyo headquarters task forces to accumulate development data ideally targeting the market addressed, ADK Overseas Network delivers a wide variety of region and market-specific creative services.

Providing Solutions ▶ Marketing & Consulting ▶ **Creative** ▶ Communication ▶

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ADKI Domestic Market Creative

ADKI Overseas Market Creative

ADK Creative

ADK Overseas Network

WPP Group

ADK Arts Inc.

Comprising the worldwide agencies of J. Walter Thompson and Ogilvy & Mather, as well as Batey, an agency with a well-regarded creative reputation in Asia and Oceania, WPP Group uses its wealth of creative resources in meeting the needs of the situation at hand.

Providing Solutions ▶ Marketing & Consulting ▶ **Creative** ▶ Communication ▶

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ADKI Domestic Market Creative

ADKI Overseas Market Creative

ADK Creative

ADK Overseas Network

WPP Group

ADK Arts Inc.

ADK Arts' experienced staffs provide a wide-range of high-quality creative solutions from TV commercials to promotional solutions.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ **Communication ▶**

BACK

Communication

ADK International's thorough media services and task-force building together with ADK and the ADK Group, J. Walter Thompson, Ogilvy & Mather, and MindShare of the WPP Group, allows us to meet media addition and Internet media services provided by ADK and communication solutions.

ADKI Media Group

ADK

ADK Overseas Network

WPP Group

D.A. Consortium Inc.

ADK Dialog

ADKI Media Section employs unique and comprehensive PR in providing services that mine the full potential of magazine media. The Section also boasts high levels of planning and buying power in other media, including TV and newspapers.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ **Communication ▶**

BACK

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ADKI Media Group

ADK

ADK Overseas Network

WPP Group

D.A. Consortium Inc.

ADK Dialog

Leveraging the buying strength and extensive database of a major agency, ADK applies unique know-how in media planning technologies to maximize impact versus cost. A true communications pioneer, ADK constantly transcends content frontiers, offering a varied range of digital applications.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ **Communication ▶**

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Communication

ADK International's thorough media services and task-force building together with ADK and the ADK Group, J. Walter Thompson, Ogilvy & Mather, and MindShare of the WPP Group, allows us to meet media addition and Internet media services provided by ADK and communication solutions.

ADKI Media Group

ADK

ADK Overseas Network

WPP Group

D.A. Consortium Inc.

ADK Dialog

Boasting a wealth of data accumulated over long-term regional experience, ADK Overseas Network provides all requisite services for global communication activities, including regional media buying for market and database growth, as well as cultural and legal proprietary research.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ **Communication ▶**

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ADKI Media Group

ADK

ADK Overseas Network

WPP Group

D.A. Consortium Inc.

ADK Dialog

As one of the world's top three advertising conglomerates, WPP Group oversees the spectrum of communications solutions offered by such agency affiliates as J. Walter Thompson, Ogilvy & Mather, and MindShare. This advantage ensures the capacity to implement consistently effective communication plans on a global scale.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ **Communication ▶**

BACK

Communication

ADK International's thorough media services and task-force building together with ADK and the ADK Group, J. Walter Thompson, Ogilvy & Mather, and MindShare of the WPP Group, allows us to meet media addition and Internet media services provided by ADK and communication solutions.

ADKI Media Group

ADK

ADK Overseas Network

WPP Group

D.A. Consortium Inc.

ADK Dialog

The D.A. Consortium develops a range of solutions in digital communications, with its principal function as planning and buying for digital advertising.

Providing Solutions ▶ Marketing & Consulting ▶ Creative ▶ **Communication ▶**

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Communication

ADK International's thorough media services and task-force building together with ADK and the ADK Group, J. Walter Thompson, Ogilvy & Mather, and MindShare of the WPP Group, allows us to meet media addition and Internet media services provided by ADK and communication solutions.

ADKI Media Group

ADK

ADK Overseas Network

WPP Group

D.A. Consortium Inc.

ADK Dialog

ADK Dialog offers "Dialog marketing," a combination of direct and relationship marketing for a synergistic new approach to marketing services. In addition to promoting "dialogs" with customers, we also emphasize communication with stakeholders such as supply and manufacturing representatives so all parties share the same vision. This builds healthy relationships to achieve our goals to create brand empathy and subsequently maximize brand value.

Corporate Profile

[BACK](#)

ADK International was founded with a 100% investment by Asatsu-DK, Japan's third largest communications company. Asatsu-DK is listed on the 1st section of Tokyo Stock Exchange.

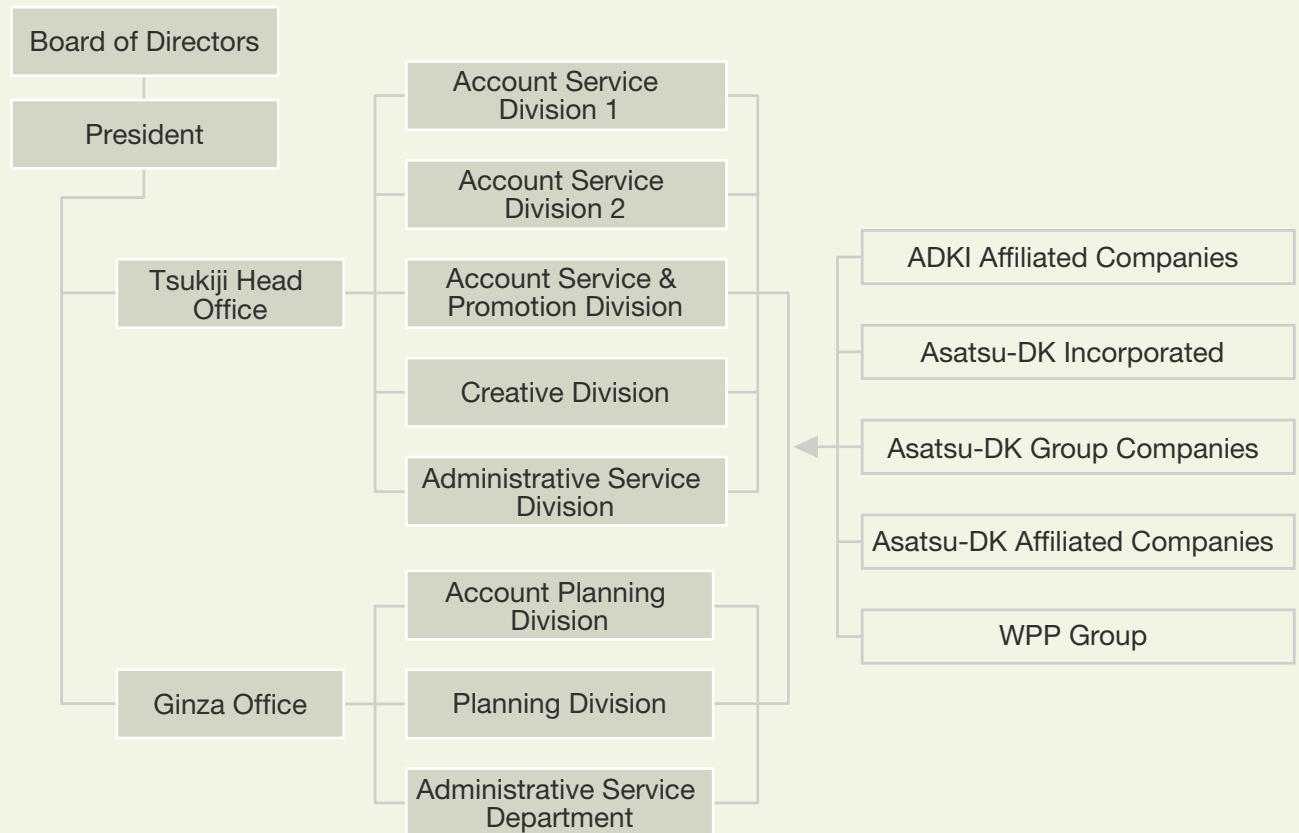
- Company Name:
ADK International Incorporated
- Tsukiji Head Office:
7F, Togeki Building, 1-1, Tsukiji 4-chome, Chuo-ku
Tokyo, 104-0045
TEL: 03-3546-9100 FAX: 03-3546-9208
- Ginza Office:
7F, Pulp & Paper Bldg, 9-11, Ginza 3-chome,
Chuo-ku Tokyo, 104-8139
TEL: 03-3542-0311 FAX: 03-3542-0211
- Osaka Branch:
Dojima Avanza, 6-20, Dojima 1-chome, Kita-ku,
Osaka-shi, Osaka, 530-0003 Japan
TEL: 06-6346-1756 FAX: 06-6346-0706
- Established: December, 1980
- Capital: 300 million yen
- Board members:
President & COO Takeshi Yamagishi
Executive Vice President Hirobumi Watanabe
Managing Director Takayasu Kuroki
Managing Director Masao Inagaki
Managing Director Sueki Fukuda
Managing Director Osamu Saotome
Auditor Nobuyuki Motohashi
Auditor Tokuya Kama
Adviser Hiroyasu Tsuruoka
- Financing Bank:
The Bank of Tokyo-Mitsubishi UFJ
Sumitomo Mitsui Banking Corporation
Mizuho Bank, Limited
- Total Sales: ¥8,000,000,000 (as of 2011)
- No. of Employees: 134 (as of April 2011)
- Billings by Media:
Newspaper 12%; Magazines 8%; TV 15%;
Radio 3%; Digital Media 5%;
Sales Promotional Activities 10%;
Creatives 35%; Others 12%
- Corporate Activities:
Marketing studies and services planning; planning
and consulting for media purchasing and total
communication strategies.
Corporate identity planning and management;
branding development and management.
Development and planning for new ventures and
new products.
Planning, management and operation of
campaigns, events and showrooms.
Full selection of creative, SP, and PR services.

Organization

[BACK](#)

In addition to the Account Services, Media and Overseas Creative Services divisions at the Tsukiji Head Office, ADK International is happy to take this opportunity to open a Domestic Creative Services Division in Ginza Office. This will give us even greater ability to provide the global reach of our clientele with superior creative products for supporting communication activities that leverage all the media effectively, both within Japan and overseas.

Project teams that work in coordination with Asatsu-DK, the ADK Group and its various affiliate companies allow us to optimize resources, maintain organizational flexibility, and provide highly-specialized solutions that best suit the conditions and issues for the specific project. Ours is a unique system that gives us the ability to yield maximum effect by responding rapidly and appropriately to whatever the situation demands.



Group Companies

[BACK](#)

Our confidence in the Asatsu-DK Group allows us to fully utilize the strengths of the group in optimizing task forces to our objectives, delivering solutions that expand the realm of communication possibilities.

Asatsu-DK Group


Asatsu-DK
Incorporated


Domestic Affiliated
Companies


Overseas Affiliated
Companies


Overseas Business
Partners

Asatsu-DK Incorporated

Capital: ¥3,758,136,000

Established: March 19, 1956

Total Billings: 3,057,000,000 (as of 2010)

[ADK Group's Code of Conduct](#) ▶

Group Companies

BACK

Our confidence in the Asatsu-DK Group allows us to fully utilize the strengths of the group in optimizing task forces to our objectives, delivering solutions that expand the realm of communication possibilities.

[ADK Group's Code of Conduct](#) ▶

Asatsu-DK Group

●
**Asatsu-DK
Incorporated**

ADK Arts Inc.
ADK International Inc.
ADK interactive Inc.
ADK Dialog, Inc.
ASP Co.,Ltd.
Eiken Co., Ltd.
AD&M Inc.
Kyowa Kikaku Ltd.
SUPER VISION,INC.
Digital Advertising Consortium Inc.
Drill Inc.

●
**Domestic Affiliated
Companies**

●
**Overseas Affiliated
Companies**

NIHON AD SYSTEMS INC.
Neo Shobo Inc.
Nihon Bungeisha Co., Ltd.
RIGHT SONG MUSIC PUBLISHING CO.,LTD.
BOYS Inc.
DA search & link INC.
Star Collaboration Inc.
TOPS INC.
Cross Ocean Media, Inc.
Cosmo Communications Inc.
ADK Culture & Sports Center Inc.

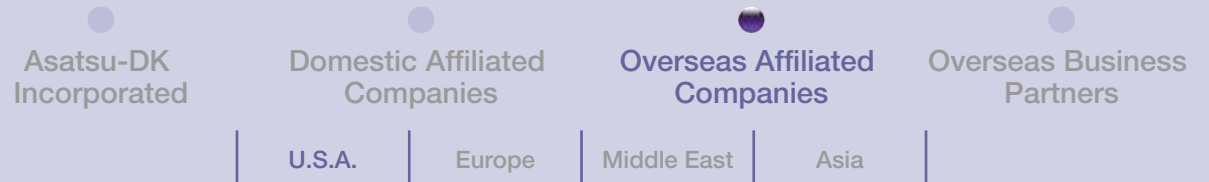
●
**Overseas Business
Partners**

Group Companies

BACK

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Asatsu-DK Group



U.S.A.

New York: ADK America Inc. New York

Los Angeles: ADK America Inc. Los Angeles

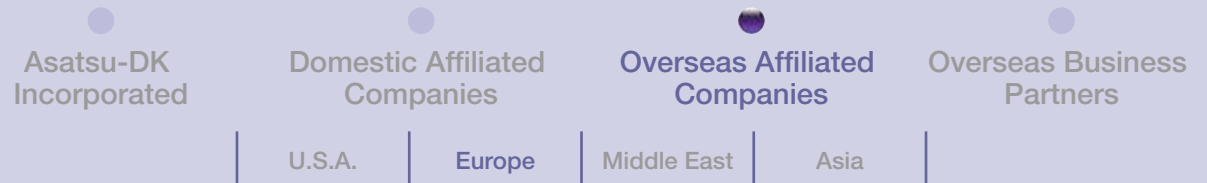
[ADK Group's Code of Conduct](#) ▶

Group Companies

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Asatsu-DK Group



Europe

Paris: ADK FRANCE S.A.S

Frankfurt: Asatsu (Deutschland) GmbH

Amsterdam: ADK Europe B.V.

Amsterdam: Knots Europe B.V.

Moscow: ASATSU-DK INC. Moscow Representative Office

[ADK Group's Code of Conduct](#) ▶

Group Companies

BACK

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Asatsu-DK Group



Middle East

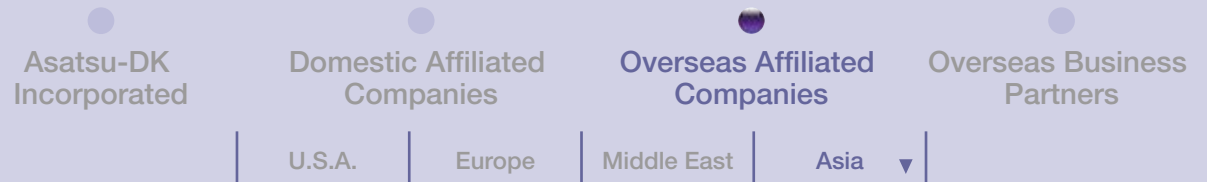
Dubai: AGA ADK advertising & marketing

Group Companies

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Asatsu-DK Group



ASIA

Beijing: Beijing Huawen-Asatsu International Advertising Co., Ltd.

Beijing: Tiexu Advertising Co., Ltd.

Beijing: Beijing Asatsu Advertising Co., Ltd.

Beijing: Beijing DongFang SanMeng Public Relations Consulting Co., Ltd.

Shanghai: Shanghai Asatsu Advertising Co., Ltd.

Shanghai: Asatsu Century (Shanghai) Advertising Co., Ltd.

Shanghai: Beijing DongFang SanMeng Public Relations Consulting Co., Ltd.
Shanghai Branch

Shanghai: Asatsu (Shanghai) Exposition & Advertising Co., Ltd.

[ADK Group's Code of Conduct](#) ▶

Group Companies

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Asatsu-DK Group



ASIA

Guangzhou: Guangdong Guangxu (ASATSU) Advertising Co., Ltd.

Guangzhou: Shanghai Asatsu Advertising Co., Ltd. Guangzhou Branch

Chengdu: Shanghai Asatsu Advertising Co., Ltd. Chengdu Branch

Fuzhou: Fujian Asatsu-DK Ltd.

Hong Kong: ASATSU-DK HONG KONG LTD.

Hong Kong: DK ADVERTISING (HK) LTD.

Taipei: United-Asatsu International Ltd.

Taipei: DIK-OCEAN Advertising Co., Ltd.

Seoul: ASATSU-DK Korea

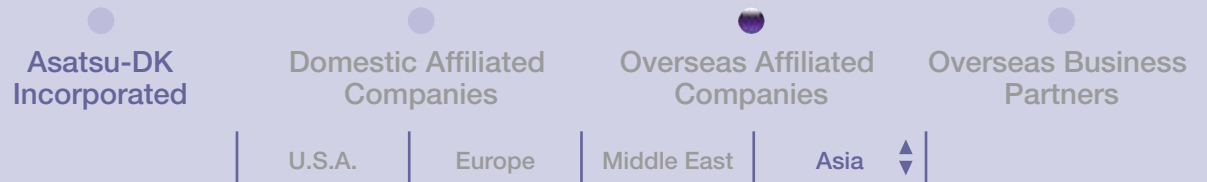
[ADK Group's Code of Conduct](#) ▶

Group Companies

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Asatsu-DK Group



ASIA

Bangkok: ASATSU (THAILAND) CO., LTD.

Bangkok: DAI-ICHI KIKAKU (THAILAND) CO., LTD.

Bangkok: ASDIK Ltd.

Kuala Lumpur: Asatsu-DK Malaysia Sdn. Bhd.

Kuala Lumpur: Dai-Ichi Kikaku (Malaysia) Sdn. Bhd.

Singapore: ADK Asia Regional Center

Singapore: ASATSU-DK SINGAPORE PTE. LTD.

Singapore: Scoop AD WORLD Pte Ltd.

Singapore: IMMIG Pte Ltd.

Jakarta: PT. Asta Atria Surya

Jakarta: PT. Perdana IMMIG Indonesia

ADK Group's Code of Conduct ►

Group Companies

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Asatsu-DK Group



ASIA

Manila: ASATSU-DK INC. Philippine Representative Office

Ho Chi Minh City: ASATSU-DK VIETNAM INC.

Ho Chi Minh City: SOL Advertising Company

New Dehli: ADK-FORTUNE PVT. LTD.

[ADK Group's Code of Conduct](#) ▶

Group Companies

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Asatsu-DK Group

●
Asatsu-DK
Incorporated

●
Domestic Affiliated
Companies

●
Overseas Affiliated
Companies

●
Overseas Business
Partners

Dublin: WPP plc

Beijing: Xinhua News Agency

Beijing: People's Daily

Guangzhou: Guangdong Advertising Co., Ltd.

[ADK Group's Code of Conduct](#) ▶

Worldwide Network

[BACK](#)

An integral part of the Asatsu-DK group global communications strategy is our worldwide service network that is currently represented in 14 countries. Additional resources are readily available through the worldwide network consisting of the WPP Group network as its core.



Worldwide Network

[BACK](#)

- Tokyo
Asatsu-DK Incorporated
ADK International Inc.
- New York
ADK America Inc. New York
- Los Angeles
ADK America Inc. Los Angeles
- Paris
ADK FRANCE S.A.S
- Frankfurt
Asatsu (Deutschland) GmbH
- Amsterdam
ADK Europe B.V.
Knots Europe B.V.
- Moscow
ASATSU-DK INC. Moscow Representative Office

- Dubai
AGA ADK advertising & marketing
- Beijing
Beijing Huawei-Asatsu International Advertising Co., Ltd.
Tiexu Advertising Co., Ltd.
Beijing Asatsu Advertising Co., Ltd.
Beijing DongFang SanMeng Public Relations Consulting Co., Ltd.
- Shanghai
Shanghai Asatsu Advertising Co., Ltd.
Asatsu Century (Shanghai) Advertising Co., Ltd.
Beijing DongFang SanMeng Public Relations Consulting Co., Ltd.
Shanghai Branch
Asatsu (Shanghai) Exposition & Advertising Co., Ltd.
- Guangzhou
Guangdong Guangxu (ASATSU) Advertising Co., Ltd.
Shanghai Asatsu Advertising Co., Ltd. Guangzhou Branch
- Chengdu
Shanghai Asatsu Advertising Co., Ltd. Chengdu Branch

Worldwide Network

BACK

● Fuzhou

Fujian Asatsu-DK Ltd.

● Hong Kong

ASATSU-DK HONG KONG LTD.
DK ADVERTISING (HK) LTD.

● Taipei

United-Asatsu International Ltd.
DIK-OCEAN Advertising Co., Ltd.

● Seoul

ASATSU-DK Korea

● Bangkok

ASATSU (THAILAND) CO., LTD.
DAI-ICHI KIKAKU (THAILAND) CO., LTD.
ASDIK Ltd.

● Kuala Lumpur

Asatsu-DK Malaysia Sdn. Bhd.
Dai-ichi Kikaku (Malaysia) Sdn. Bhd.

● Singapore

ADK Asia Regional Center
ASATSU-DK SINGAPORE PTE. LTD.
Scoop AD WORLD Pte Ltd.
IMMG Pte Ltd.

● Jakarta

PT. Asta Atria Surya
PT. Perdana IMMG Indonesia

● Manila

ASATSU-DK INC. Philippine Representative Office

● Ho Chi Minh City

ASATSU-DK VIETNAM INC.
SOL Advertising Company

● New Dehli

ADK-FORTUNE PVT. LTD.

Contact Us

BACK

ADK International Inc.

Tsukiji Head Office

7F, Togeki Building, 1-1, Tsukiji 4-chome,
Chuo-ku Tokyo, 104-0045

TEL: 03-3546-9100

Access: Higashi Ginza Station

(Hibiya or Asakusa line / Subway)

Ginza Office

Pulp & Paper Bldg. 7F 3-9-11, Ginza,
Chuo-ku, Tokyo, 104-8139

TEL: 03-3542-0311

Access: Higashi Ginza Station

(Hibiya or Asakusa line / Subway)

Ginza Station (Marunouchi, Ginza or
Hibiya line / Subway)

PDF ▶

