

Japanese artist casting company offers services related to illustrations, designs, and original manga works under a commercial agreement

Summary

Profile type	Company's country	POD reference
Business Offer	Japan	BOJP20240924002
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
<u>Alessandro Perna</u>	24 Sep 2024 24 Sep 2026	12 Sep 2025

General Information

Short summary

A Japanese artist casting management and production company based in Tokyo offers services to EU companies in the context of illustrations, designs, and original manga works that blend elements of pop culture (manga, anime) with contemporary art, that would be catering to advertising agencies and production companies. Commercial agreement expected for projects spanning from initial planning phase to launching advertisement campaign or release of visual media.

Full description

A Japanese artist casting management and production company based in Tokyo offers services to EU companies in the context of illustrations, designs, and original manga works that blend elements of pop culture (manga, anime) with contemporary art, that would be catering to advertising agencies and production companies.

While they initially focused on management of artists, they expanded the business to handling of illustrations and designs for corporate advertising and promotions offering standalone illustrations but not limited. They offer comprehensive design packages, including corporate logos, campaign titles, catchphrases/corporate slogans and so on.

Having their business involvement in managing and producing of artists, they take pride in their extensive network in the sector that allows them to appoint relevant artists meeting clients' expectation. They are able to appoint artists who have Japanese traditional design method adopted into pop culture such as animation and manga in aspects of contemporary art styles by liaising with an artist and its work with a client who needs to develop promotional materials.

They wish to collaborate with potential partners who are advertising agencies, advertising production companies or design firms based on an idea to work together with a potential partner to launch a wider range of advertisements or promotions. They also consider nominating their contracted artists as well as the artists beyond their contract, and/or provide their illustrations and artworks when the partner participating competitions.

As for recent achievements, the company has a track record of doing business with a British advertising agency in 2024. In that deal, they commissioned a Dutch illustrator affiliated with the British agency to create designs, which were then delivered as advertising designs to a Japanese company. Additionally, in the past, they have directly delivered original visual works to an Austrian company, a German musician and American companies.

Advantages and innovations

The Japanese company has nearly 10 years of experience casting of artists, and it allows them being well versed in various conditions applying the market. As a result, they are offering transparent and equal services both to clients and artists.

With years of experience in client work, the Japanese company has been liaising their highly skilled and professional artist meeting clients' needs to deliver high-quality, meticulously crafted artworks of visual media. That includes various visual media; corporate brochures, flyers, posters, websites, product designs, packaging designs as well as OOH (out-of-home), transportation advertising such as bus wrappings, moreover animations for TV programme and character designing of commercials.

Additionally, the company can support the development of original manga with tailored components fulfilling clients' needs by liaising with various professional manga authors. Manga serves as a versatile advertising tool for all ages that effectively explaining products or complex procedure though its characters. They are ready to provide samples of past manga works upon your request.

Nowadays, their network has been expanded in Southeast Asia having contacts local artists that allows them to offer artworks inspired by Asian and Oriental culture in addition to Japanese traditional. They are also offering oriental art works cultural fusion of American comics and Franco-Belgian comics, bande dessinée.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Not relevant**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The potential partner should be active in the sector of advertising or design with appreciation in art works, more specifically in illustrations. The Japanese company expects to collaborate with the partner from an initial planning phase to launching advertisement campaign thus the partner should have previous experience in the PR sector or relevant. And they are very open to collaborating with various genres sort of advertising.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 50 - 249**
- **Big company**
- **SME 11-49**
- **SME <=10**

Dissemination

Technology keywords

Market keywords

- **09003006 - Media related services**

Targeted countries

Sector groups involved

- **World**

Media

Images



[Company work example](#)