

aoki media\_creative agency specialized in Japan



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## About us

Created in 2013, **Aoki Media** is a creative agency focused on promoting Japan. Based in Sao Paulo, Brazil, with affiliates in Canada, Japan, US, our team has a deep understanding of **innovation, creativity and Japanese content**.

We did that hands on, working directly with Japanese clients in original projects.

“ Behind every  
projects is a  
deep insight. ”

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# Methodology

In **Aoki Media**, we use planning and innovation as keys to provide the most personalized and human service as possible: we understand that it is important to have a deep understanding of the brand and the client, so we can create the most **customized service**.



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# Differential

**Aoki Media** works 100% based on team decisions in a consistent way. We are very focused on deadlines and KPIs, and none detail is left behind. Every aspect is important for the success of the strategy.

Our main differential is the team strategy and detailed reports. **Aoki Media's** organization is based on reuniting different and complementary intelligences in order to achieve the same goal: **make the client satisfied.**

# Detail

We know the importance of organizing the data and making a report explaining each detail. After all, the most relevant thing is not only to deliver a great result, but also understand what was done and how we can improve things.

One of the keys of our work is plan the project very well to deliver great results. Also to report what was done: organizing the data and making a report **explaining each detail makes all the difference** throughout the project.



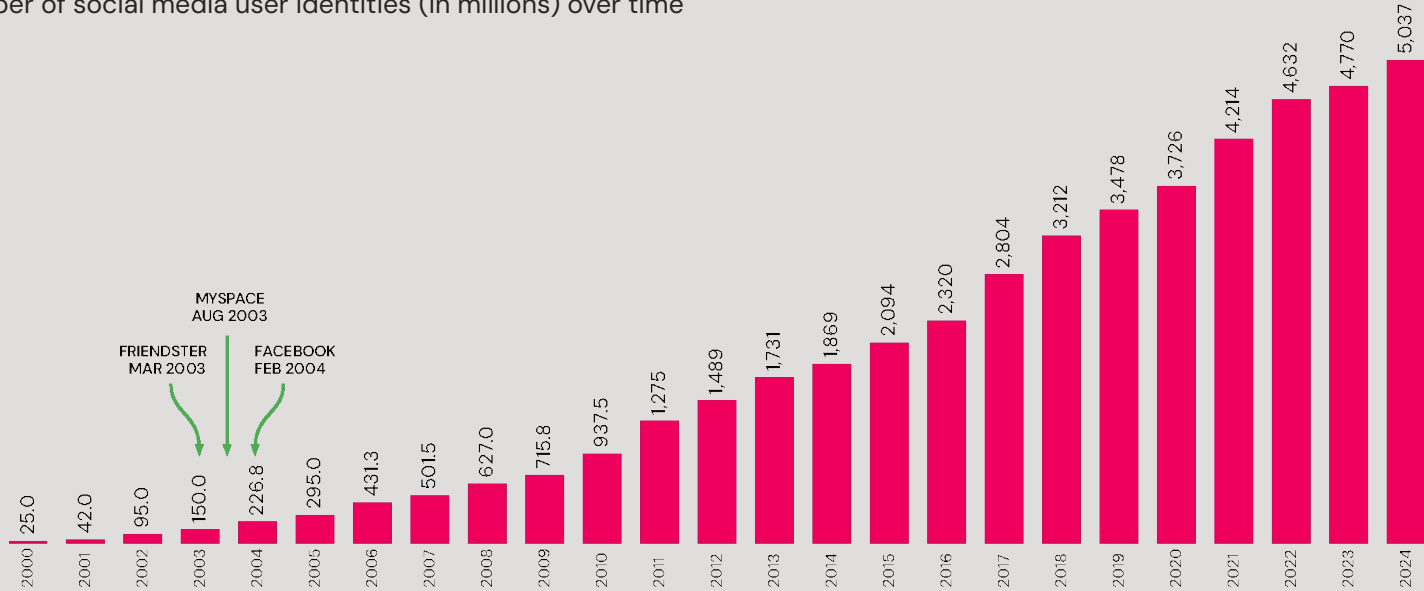
The background of the image is a wall covered in white square tiles with dark, possibly brown or black, grout. On the left side of the image, there is a large, dark shadow of a person, likely a man, cast onto the wall. The shadow is positioned as if the person is standing and looking towards the right. The text "Digital Data Global Overview" is overlaid on the image in a white, sans-serif font. The word "Digital" is on the first line, "Data" is on the second line, "Global" is on the third line, and "Overview" is on the fourth line. The text is centered horizontally and has a slight drop shadow to make it stand out against the tiled background.

# Digital Data Global Overview



# Social Media Timeline

Number of social media user identities (in millions) over time

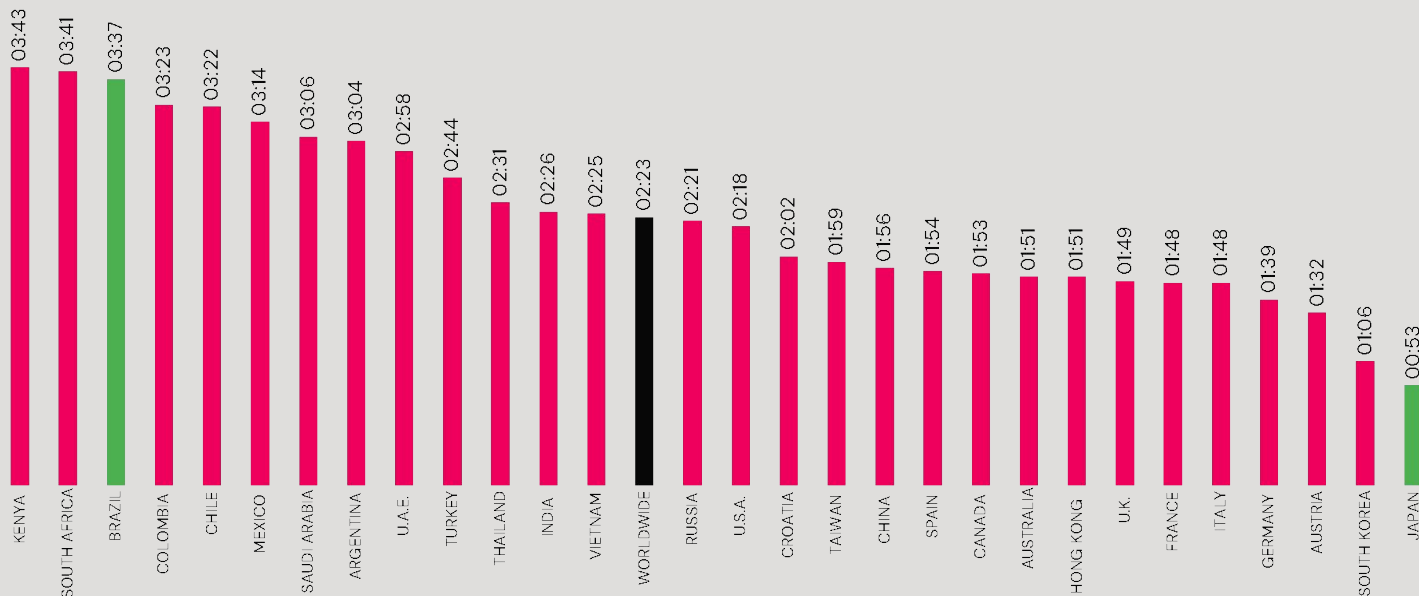


SOURCE:  
MELTWATER  
JANUARY 2024  
DIGITAL GLOBAL  
OVERVIEW  
REPORT.

# Daily Time Spent Using Social Media

Average Amount of time (in hours and minutes) that Internet Users Aged 16 to 64 Spend using social media each day.

SOURCE:  
MELTWATER  
JANUARY 2024  
DIGITAL GLOBAL  
OVERVIEW  
REPORT.



# Services



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# Services



## Influencers specialized in Japan

Main digital content creators are the influencers. From the million followers to niche influencers, Aoki Media will find the best solution for your campaign.



## Research

Journalists, researchers. They are the ones that make a very deep and detailed report. We can dig deep in information research.



## Operation

Planning and creating a strategy for big projects is a challenge. But operating can be an even bigger one! We are prepared to operate anything that we created: from marketing representatives to a really good global SNS strategy.



## Reports

Don't worry about compiling what was done in the project. Our team created everything thinking about the final result: reporting key learnings and numbers for a report that is taylormade for our Japanese clients.



## Training

A great work is done with a lot of training: when we have a task in mind, such as an event presentation, our team is going to train hectically to create an amazing experience.



## Consultancy

In case you need specialized advice or consultancy in anything related to Japan and communication, just contact us for a consultation.

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# Services



## Content Creation

SNS, PR, Press releases: it all needs a very good team of content creators. We are a full bilingual team, at least English fluent, so we can fully understand your needs. And, yes, we speak Japanese, Portuguese and Spanish as well.



## Podcast

Yes, we already have a podcast dedicated do Japan, called [Japão sem Escalas!](#) And we can create even more customized product for your necessities.



## Social Networking Service

Brazil has the 7th biggest population in the world, and they are the third population spending most time on SNS: 3:37 hours per day. So if you want to promote anything to Brazilians, this is probably the main channel.



## Media & Market Representation

Aoki Media can represent your brand or organisation in an event or in a digital campaign. And your brand or institution can be represented by us as we are part of your team in Japan.



## Paid Media

Without paid media, your SNS strategy is probably not going to work. In this case, we have a dedicated paid media team to focus on using your budget in the best way possible.



## Public Relations

PR are not only important to B2B sector, but also is the bridge between media needs and our clients. Press releases, follow up, talking to the media: leave it all to us!



# Cases

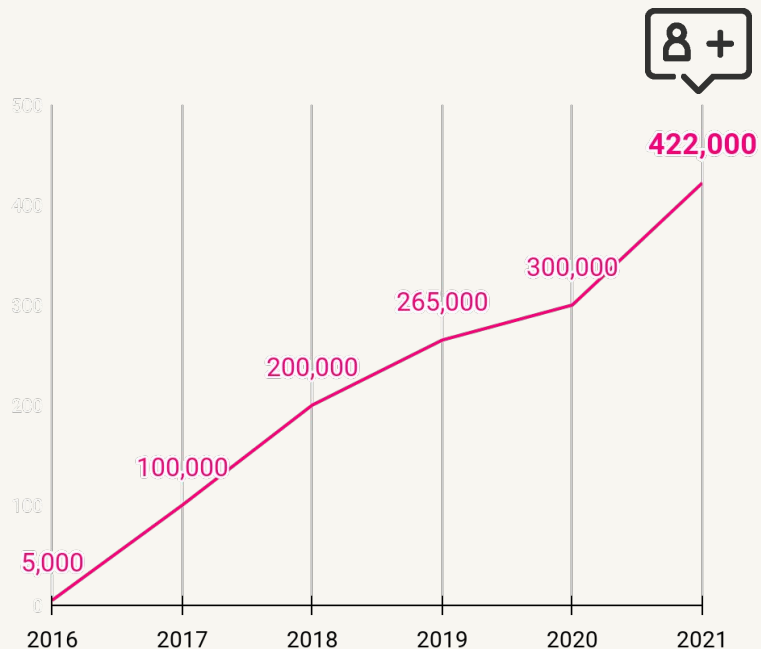
A group of four young adults are gathered around a dark wooden table in a casual setting, possibly a cafe or a study area. On the left, a young man in a grey sweater is looking down at a tablet he is holding. Next to him, a young woman with brown hair, wearing a blue denim shirt over a white t-shirt, is smiling and looking towards the right. To her right, another young woman with blonde hair and glasses, wearing a white sweater, is also smiling and looking at the tablet. On the far right, a young woman with long dark hair, wearing a grey off-the-shoulder top, is holding a white coffee cup and looking towards the group. A laptop is open on the table, and another coffee cup is visible. The background consists of a white brick wall and a wooden door.



## Consulate of Japan in São Paulo \_ Facebook Page

From 0 to 422.000 followers

**Aoki Media** created and managed Consulate of Japan in São Paulo Facebook page. It is the **third largest Japanese consulate page in the world**.



# Consulate of Japan in São Paulo \_Facebook Page

**Consulado Geral do Japão em São Paulo** ✓

Seguidores: 420 mil · Seguindo: 20

[Ver painel](#) [Editar](#) [Anunciar](#)

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**Apresentação**  
Bem-vindos à página do Consulado Geral do Japão em São Paulo!

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**Página** · Organização governamental

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**consuladogeraljapao\_sp**

No que você está pensando?

[Vídeo ao vivo](#) [Foto/vídeo](#) [Reel](#)

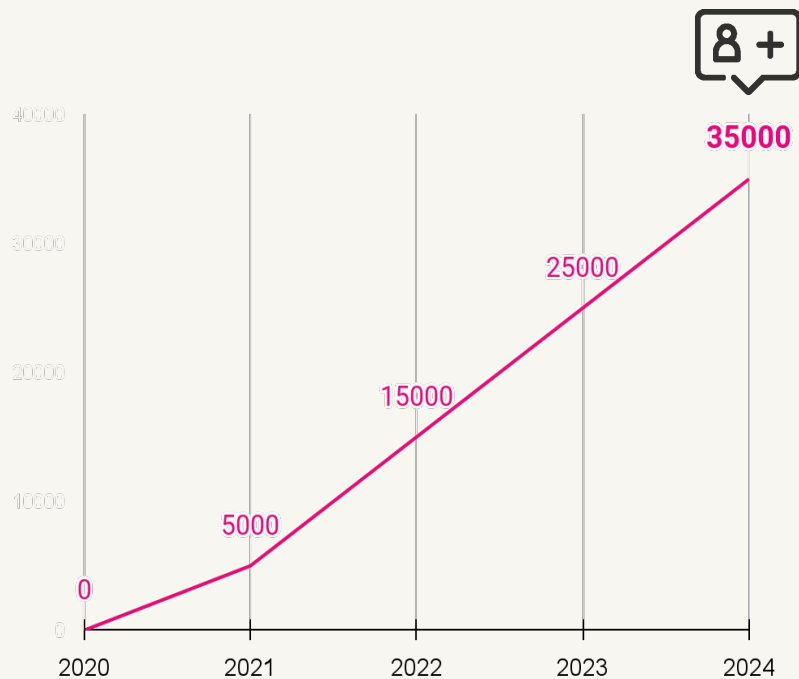
**Em destaque** [Gerenciar](#)  
As pessoas só verão isso se você fixar algo.

**Publicações** [Filtros](#) [Gerenciar publicações](#)

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## Japan National Tourism Organization \_ SNS

Since 2016, **Aoki Media** has carried out several projects with JNTO. Managing JNTO's Facebook, Instagram\* and Pinterest pages and is responsible for this entity's Public Relations in Brazil.



*\*Growth of the Instagram  
shown in the graph on the right.*

## Japan National Tourism Organization \_Information Desk

Also, another important project is the **Tourist Information Desk** at Japan House Sao Paulo, a spot where people can plan their trip to Japan.

Since 2022, it had more than 12.000 visitors, 100% well assisted\*.

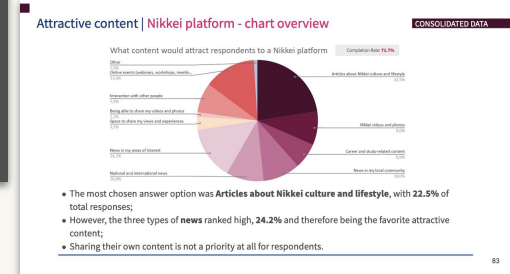
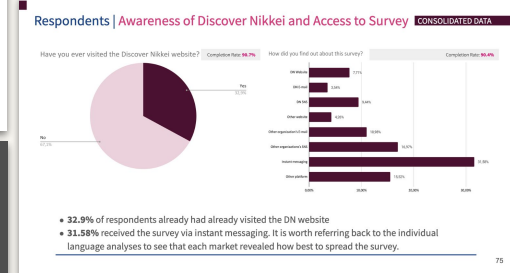
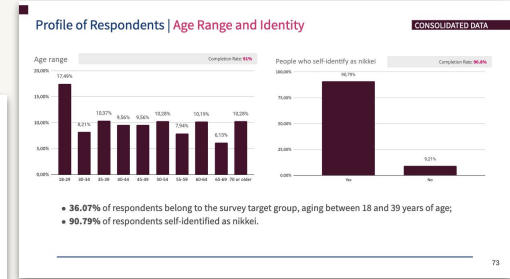
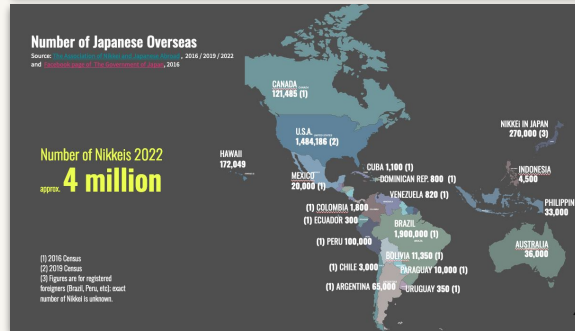
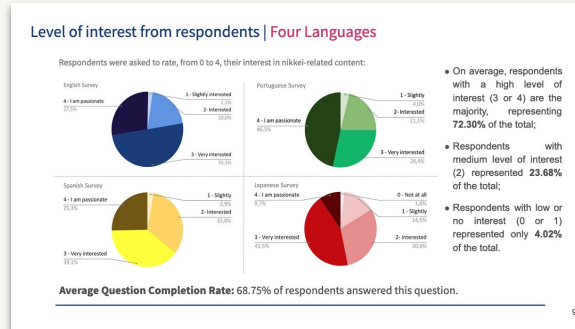
*\*According to survey made to the visitors of the Desk from 2022-2024.*



# Discovery Nikkei Survey

Aoki Media made a global survey with nikkei people all over the world to understand their interests and relationships with Japan.

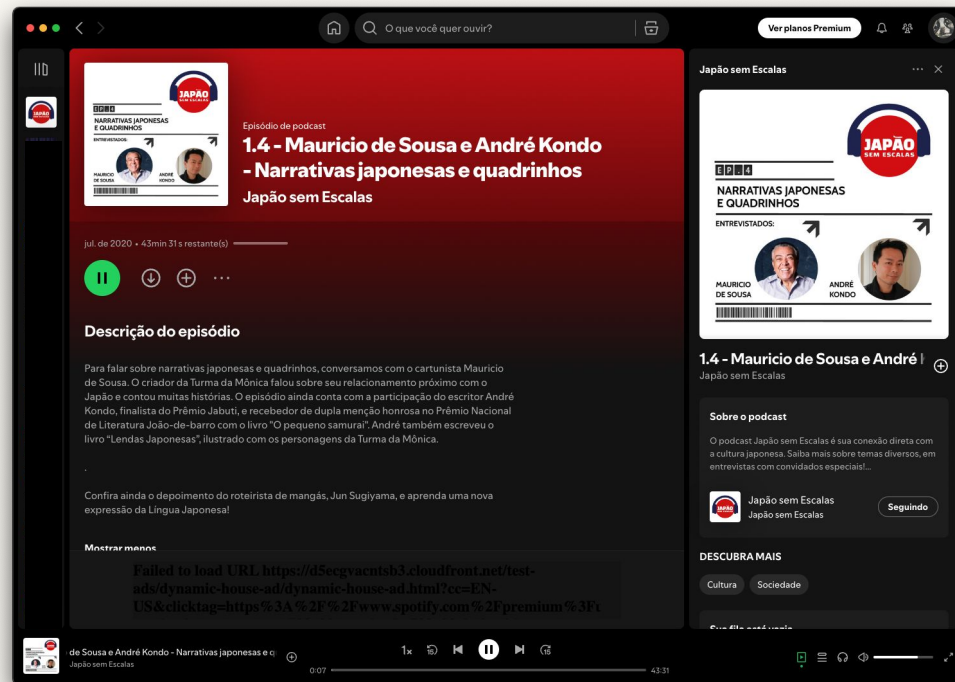
A total of 1,219 answers were collected by the survey across four different languages: Japanese, English, Spanish and Portuguese.



## Japão Sem Escalas Podcast

Created by **Aoki Media**, Japão sem Escalas podcast had four seasons and was supported by the Consulate General of Japan in Sao Paulo.

It had very prominent and famous guests in Brazil, such as entrepreneur Chieko Aoki, actress Danni Suzuki, writer Mauricio de Sousa, and many others.





# Worked with us



“ A good  
team make  
everything  
better ”

# Founders & Team



**TATIANA AOKI** [in](#)

## CEO

Started working with social media and digital marketing in 2008, Japan. Begun digital career in 2002, at Abril Publisher. Master in Communication Science at University of Sao Paulo (USP). Bachelor Degree in Social Communication at UNESP. Founder of Aoki Media, specialised communication company for Japanese organisations. Former JICA scholarship.



**CIRCE DIETZ** [in](#)

## COO

- . Master in Territorial Analysis in UFRGS;
- . Responsible for institutional relations of Sao Paulo University;
- . Manager of digital communications at USP elections;
- . Manager of many social media projects: Uber, Unesp, Discover Nikkei, Unisal.

# Team

## **VÂNIA SUSAKI** **Social Media Editor**

- Bachelor in Letters from the University de São Paulo and Postgraduate in Communication and Social Networks from FMU;
- Content Specialist: has worked for companies such as Editora Abril and Editora Moderna.

## **CAMILA DYLLIS** **Creative Director**

- Degree in graphic design at SENAC;
- Postgraduate in communication and marketing at USP;
- Work as creative for more than 15 years with online and offline visual projects.
- Creative director for Museum of Modern Art of Sao Paulo for 7 years.

## **PATRICIA MELO** **Public Relations**

- Bachelor in Letters (English and German) from Universidade de São Paulo;
- Postgraduate specialization in Strategic Organizational Communications and Public Relations (PR) from USP;
- 20 years' experience in PR and media relations, working mostly for foreign governments.

# Team

## **FERNANDO KAIBARA** **Japan Tourism Specialist**

- Bachelor degree in Public Relations – University of São Paulo (USP);
- Lived in Japan for 4 months;
- Experience with customer service, communication and events and part of the **JNTO Tourist Information Desk** since the beginning of the project;
- Language skills: Brazilian Portuguese, English and Japanese.

## **MARCIA HIGASHI** **Japan Tourism Specialist**

- Degree in Tourism – University Anhembi Morumbi;
- Lived in Japan for 10 years.
- Main activities in the Travel industry: customer service, travel planning and reservations (travel to Japan specialist), tourist visa documents assistance.
- Language skills: Brazilian Portuguese, English and Japanese.

## **DIANA HAAS** **Paid Media**

- Degree in Journalism and Advertising. Postgraduate in Strategic Marketing;
- Professor at Unisinos University and several courses and lectures in Brazil;
- Specialist on Ads for social media for over 10 years.



どうもありがとうございます。

aoki media

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