



GroupM Japan K.K.

Company Description

WE ARE SHAPING THE NEXT ERA OF MEDIA. EVERY DAY.

MINDSHARE, MEDIACOM, WAVEMAKER, ESSENCE, AND M/SIX—OUR AGENCIES ARE THE FRONT LINE TO A NEW ERA OF MEDIA STRATEGY AND INNOVATION.

And because we have three of the top five global media agencies and \$63 billion in annual media spend, we provide access and scale everywhere our clients do business. Intelligent and imaginative, we create, integrate and scale technology-enabled services with premium partners, including Google, Facebook, Amazon and more. Our approach earns us award-winning work and helps our clients' businesses grow.

5 KEY THINGS WE DO

• CLIENT SERVICE

Through consistent quality, simple, structure, and outcome focused, premium client service is our primary duty. Our service principle is singular: when clients win, we win. Simple in structure, consistent in quality, and laser focused on business outcomes, premium client service is our primary duty. Our clients benefit from our scale which represents \$63B media billings in the global marketplace (COMvergence, 2019).

• MEDIA STRATEGY

We have a precise understanding of our audiences and the value brands can bring to them. Our focus is in engaging the consumers that matter most to our clients' businesses. We have a modern and precise understanding of our audiences and the value brands can bring to them. As populations and consumers transform around the world, we make advertising work better through cultural and data-based insights and sound media strategies.

• MEDIA INVESTMENT

Through modern investment services, we put money against goals that move businesses forward. Combined with GroupM's global scale, our media investments – guided by brand safety, leading privacy principles and premium relationships – represent 1 out of 3 ads in the global marketplace. Through modern investment services, we put money against goals that move businesses forward.

• DATA SCIENCE

Our evolving data and ID-based solutions are our strategic, competitive advantage. We're future-proofing our audience-based planning through "synthetic" data. While no silver bullet technology will meet every media challenge, our perspective on client data augmentation provides an alternative identity-based solution.

• TECHNOLOGY DEVELOPMENT

Our unified technology and data approach harness advanced analytics to build the future of media. GroupM's technology mission is two-fold: Use our scale to provide tested and effective products for clients and create a unified technology and data approach that helps brands deliver the future of media today.

BUSINESSES

OUR BRANDS ARE OUR SUCCESS

Unique in services, culture and ideas, each brand is a leader in their field. Through a range of leading businesses in advanced TV, AI-driven programmatic, eCommerce and more, we leverage our collective intelligence to make advertising work better in the world.

Company Details

Head Office

Japan

Main Business

メディアプランニング及び広告媒体購入業務

President

李 美玲

Established

1999年5月17日

URL

<http://www.groupm.com>

Offices

Main Office

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