

Your partner to deliver success in APAC and beyond.

Eat Creative introduction + credentials

Eat Creative.

Your creative partner for growth in Asia-Pacific and beyond.

Eat is a boutique strategic and creative consultancy with over 20 years experience bridging cultures and growing brands.

With our approach to business strategy, design, content and implementation, we help bring local brands to the world, and realise new opportunities for global brands.

We have teams in Tokyo, Hong Kong, Seoul and across APAC. We're experts in realising business growth through brand building and story-telling. We provide market insight, brand consultancy and creative execution that drives demand, boosts awareness and delivers a foundation for long-term success in Asia-Pacific and beyond. Learn more [here](#).

At Eat, our approach connects local insight with world-class design, story-telling and implementation.

By taking a holistic approach, we help our clients grow brands that bridge cultures and deliver tangible impacts and business results.

01. Establishing Relevance

Business & Cultural Insight

Local Market Insight
Competitor analysis
New Customer Profiling
Customer Journeys
Business Advisory

02. Creating Clarity

Brand & Marketing Strategy

Purpose and Positioning
Brand Stories and Messaging
Customer Comms Roadmaps
Campaign Strategy
Internal Communications
Planning

Bridging Cultures, Growing Brands

04. Amplifying The Story

Content & Transcreation

Print, digital & video content
Editorial
Language transcreation
Campaign localisation
PR & publicity

03. Crafting the Experience

Brand Design & Execution

Visual identity
Naming & tone of voice
Print & digital design
Product packaging
Website development
Events and production

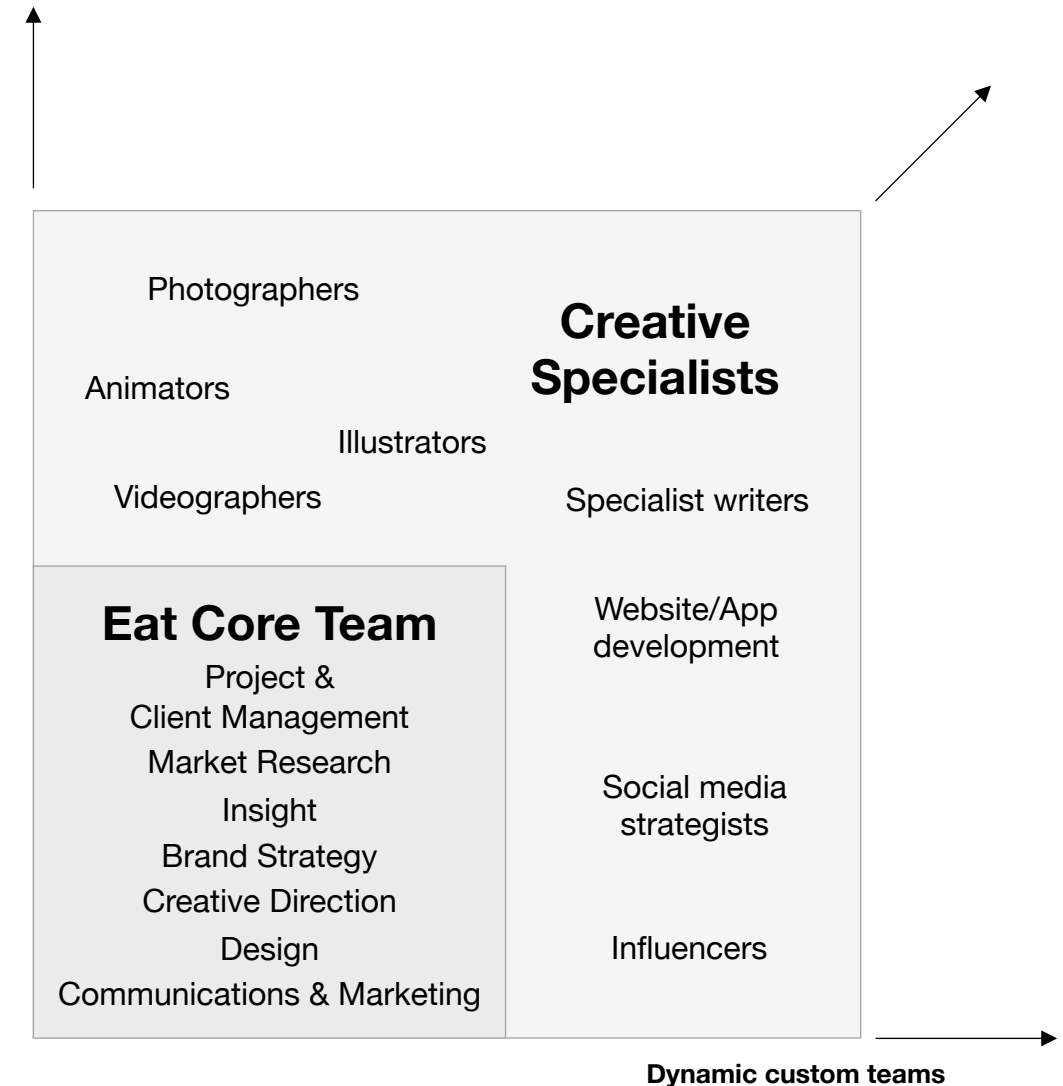
How we build our teams.

All Eat projects are managed by our core team. Our clients always have a single point of contact who will work with them for the duration of the project.

Our teams scale as needed to ensure requirements are met and everything runs smoothly and effectively.

We work with a wide range of creative specialists who are appointed as and when necessary, to ensure our clients get specific expert knowledge and skills when they need it.

This structure and process allows for a dynamic, custom team that can expand and adjust to the client needs and can be costed effectively as the project develops.



We have extensive experience working with brands across every industry, supporting local and global brands to realise their ambitions and deliver powerful, unique experiences for customers and employees.



Bloomberg

THE PENINSULA
HOTELS



MHD
MOËT HENNESSY DIAGEO

Rakuten



CROSS HOTEL
ORIX HOTELS & RESORTS

LIXIL

shu uemura

Deutsche Bank



FUSO

7wise

IHG[®]
HOTELS & RESORTS



Our experience

The Peninsula

Comfiknit

Mitsubishi Fuso

Kiehl's

Herbalife

Moët Hennessy Diageo

LIXIL



THE
PENINSULA

THE PENINSULA

700 FIFTH AVENUE

700 FIFTH AVENUE

The Peninsula – A partnership delivering exceptional experiences around the world.

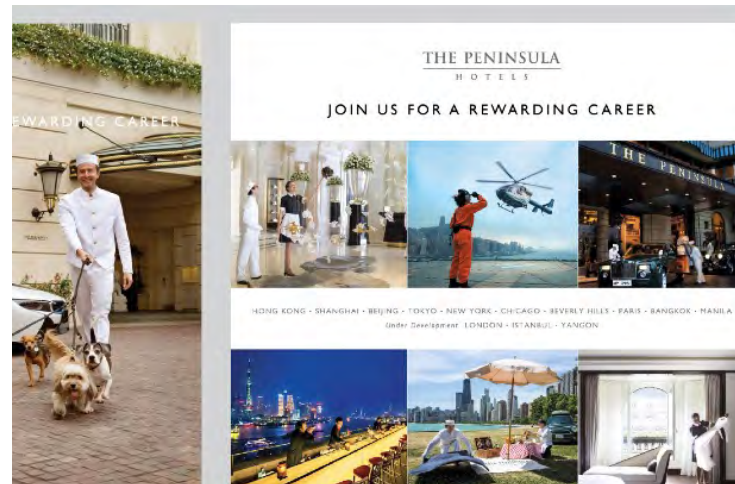
Eat has been a key agency partner for The Peninsula hotel portfolio for over 15 years. On first being appointed in 2006, we worked hand in hand with the Peninsula Tokyo team to localise this prestigious, global brand for the Japan market. This included an end-to-end programme of frameworks and assets – from brand story-telling, to internal and external messaging, to experiences and offers such as their Cirque Culinaire dining offer, 10-year anniversary celebrations and spa experiences.

In the years since, we've supported the portfolio globally – providing brand foundations, communications and experience consultancy, and implementation (across both physical and digital touchpoints) for Peninsula properties in Hong Kong, London and Istanbul. One of our core roles has been to ensure a level of consistency but flexibility with brand development, driving equity, recognition and loyalty for The Peninsula globally.

Speaking on our partnership, Mark K. Kobayashi, SVP of Sales & Marketing for The Peninsula, says “Eat Creative is more than our global appointed design agency, they are a true partner. They are a key contributor in achieving our long-term brand marketing strategies”.



The Peninsula – A partnership delivering exceptional experiences around the world.





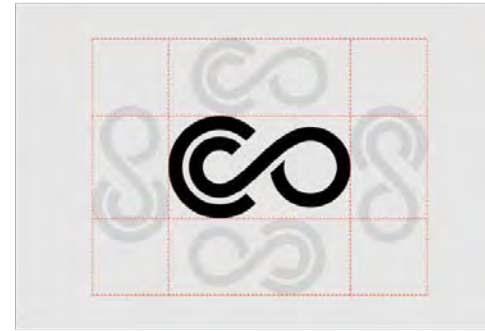
Comfiknit – Defining a revolutionary fabric technology from scratch.

Developed by Hong Kong-based Wealthy Step International (WSI), Comfiknit is both a proprietary process and product portfolio of technical fabrics that are more in-sync with your body. By delivering benefits including improved wicking, enhanced mobility as well as moisturising and anti-bacterial properties, Comfiknit fabrics bridge the gap of apparel and positive health.

In order to start the business on the best footing, it needed a brand to act as a North Star for how the business looks, feels and communicates with audiences. WSI turned to Eat to help lay that foundation.

We created a brand story that champions the benefits of the breakthrough technology and the impact these materials can have on people's lives. We developed the Comfiknit name itself – referencing their 'TriKnit' technology and tying into the promise of comfort. From there we developed a rich visual identity for how the brand can be expressed across touchpoints – from a distinctive mark to a colour palette that combines lifestyle cures and a human-centric focus.

These foundations were brought to life in a simply but engaging website – a key touchpoint on Comfiknit's journey to boost human health through what we wear everyday.



Comfiknit – Defining a revolutionary fabric technology from scratch.



In Sync with Nature

Comfiknit's layers use the right fibres at the right place and time to accelerate your body's natural cooling cycle. It taps into the pressure differences created by your movement to transport heat and moisture.



Efficiently Cool

These next generation fabrics wick, diffuse and evaporate sweat concurrently, rather than sequentially, accelerating the cooling cycle beyond any other fabric.



Feel the Flow

We harness lightweight and elastic fibres, optimising range of motion and breathability to make you feel at your best. It's an energising airtiness that keeps you at the peak of whatever your game is.



Good for the Earth

Comfiknit combines the natural properties of different fibres to yield new functions without chemical coatings, creating fabrics that last longer and do less harm to the earth.



Skin in Balance

Comfiknit helps maintain a healthy pH balance on your skin's surface. This means less irritation, greater bacterial control and greater overall comfort.



Moisturising

Comfiknit has been engineered to support skin health too. Our fabric has been designed to help maintain your skin's moisture levels, as well as enhance its natural anti-bacterial properties by keeping pH levels balanced.

REDEFINING COMFORT

Comfort means much more than just being cosy

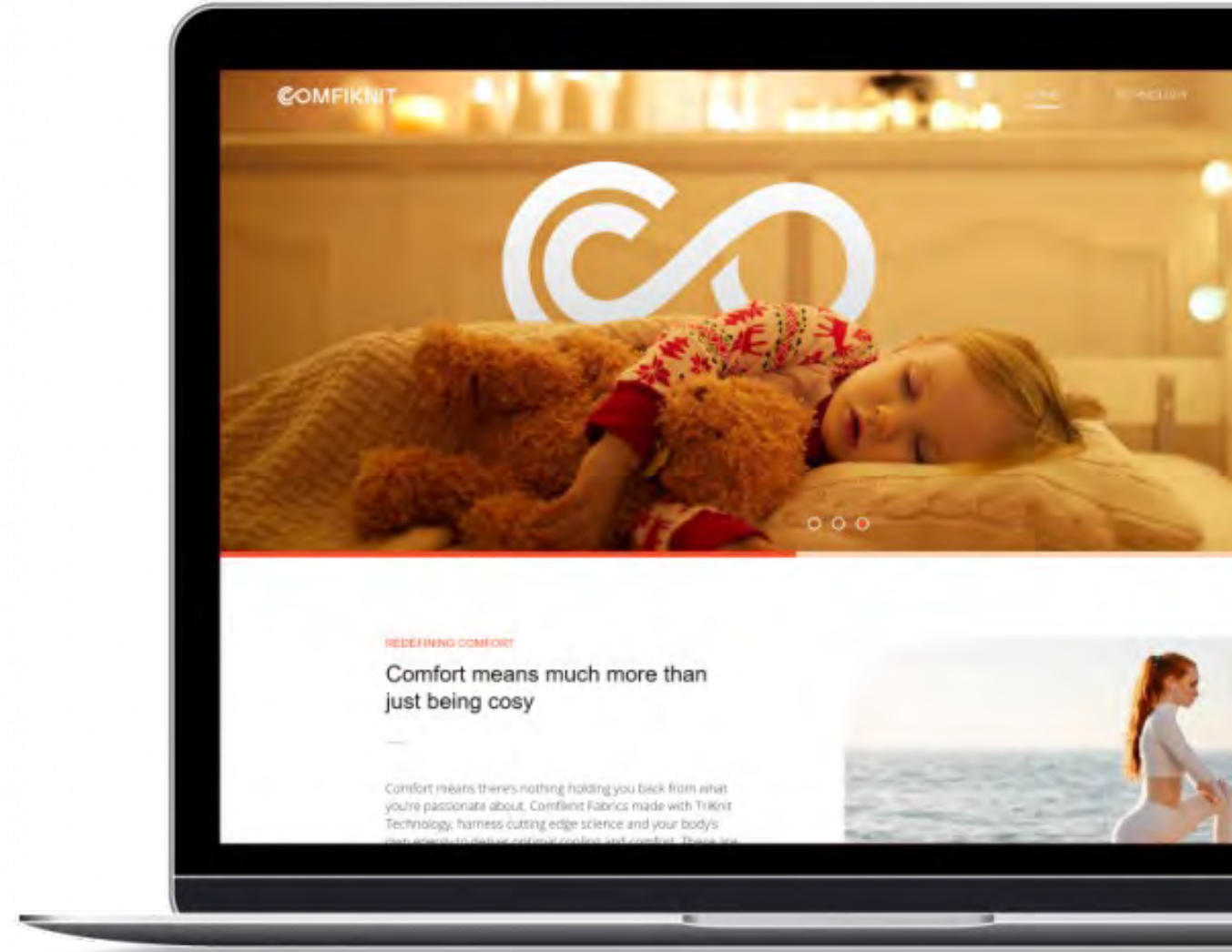
Comfort means there's nothing holding you back from what you're passionate about. Comfiknit Fabrics made with TriKnit Technology, harness cutting edge science and your body's own energy to deliver optimal cooling and comfort. These are fabrics that are in-tune with your body, delivering an energising comfort so you can go where the flow of life takes you.





Beyond the Limits

Comfiknit has been engineered to go beyond the limitations of current fabric technology. Traditional fabrics can take a narrow and inefficient view of cooling. The conventional approach of increasing airflow also has limitations. Lingering discomfort and poor durability get in the way of people feeling at their best.





 **FUSO**
Future Together

Mitsubishi Fuso – Supporting an icon on a journey of EV transformation

Eat works with Daimler Truck, one of the world's largest commercial vehicle manufacturers, and their Mitsubishi Fuso brand, on a wide range of projects for both internal and external B2B communications.

Our work with Fuso has been expansive, comprising key components of brand management as the company evolves from its legacy ICE (Internal Combustion Engine) vehicles to EV (Electric Vehicles).

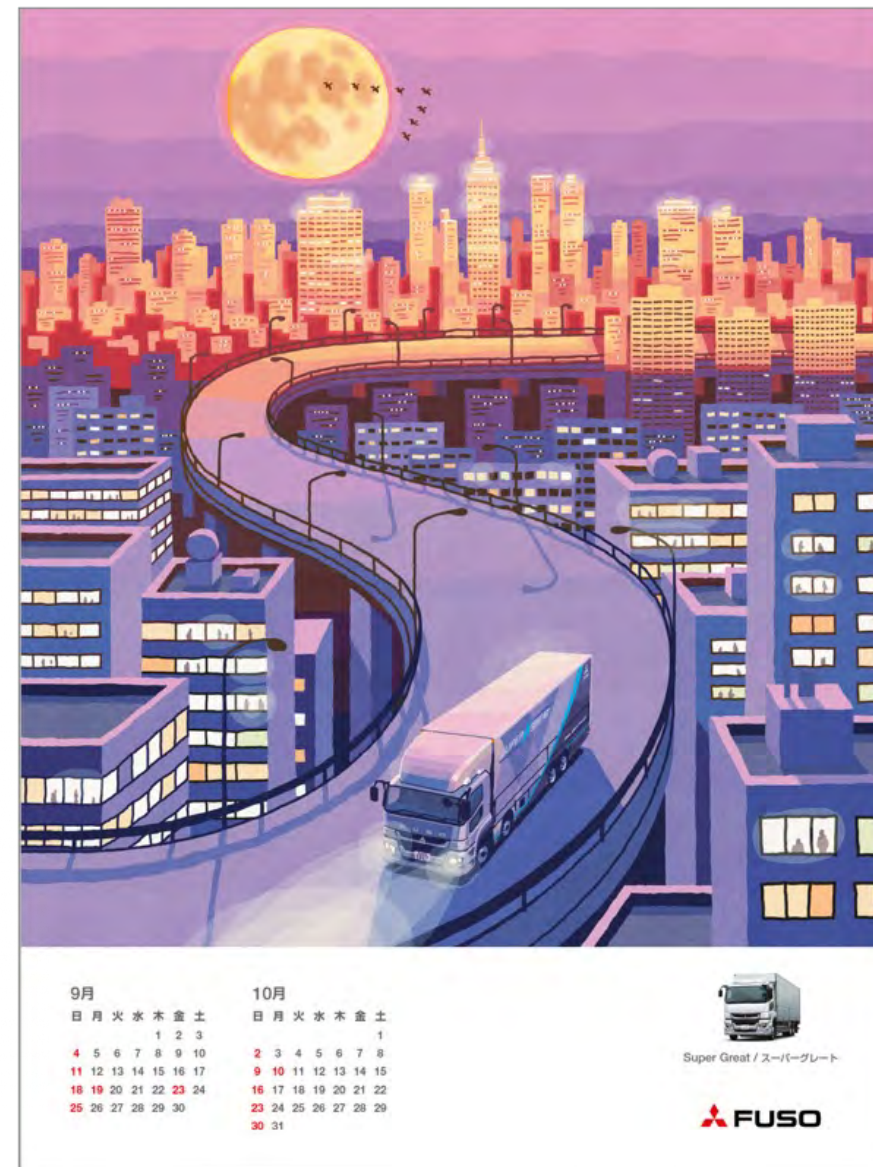
Recent projects with Fuso include supporting the deployment of the firm's business strategy, including developing the visual and verbal identity that would allow leadership to communicate the evolving direction of the business clearly, consistently and effectively. This also necessitated the creation of training materials and guidelines for marketers and front-of-line staff to deliver a consistent experience across 170 markets around the world.

We have also been working hand-in-hand with the Fuso teams on tactical experience touchpoints such as interior design assets and guidance for their press center, EV training center, and launch event assets.

**FUSO**

MITSUBISHI FUSO TRUCK & BUS CORPORATION

Mitsubishi Fuso – Supporting an icon on a journey of EV transformation



Kiehl's

SINCE 1851

SINCE

KIEHL'S

1851

**CALENDULA
HERBAL-EXTRACT TONER**

Alcohol-Free

Whole Flowers and Pure Extracts
for a normal-to-oily skin type

ive toner is formulated with select herbal
gently cleanse and soothe normal to oily

**KIEHL PHA
CHEMISTS AND
105 THIRD AVE. COR. 13TH
ESTABLISHED**

BAR EG

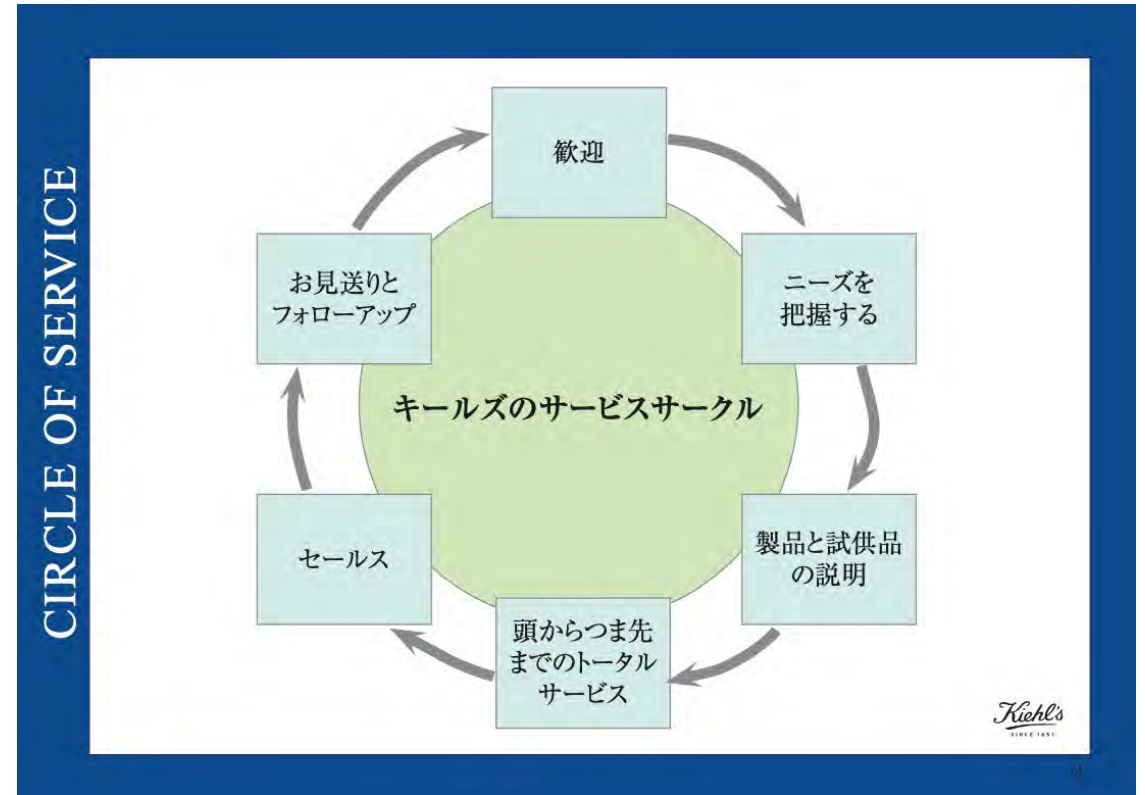
Kiehl's – Launching a US brand in the Japanese market.

Kiehl's was traditionally positioned in the West as being natural and handcrafted. In Japan it was important to develop the essence of the brand and introduce more sophisticated elements aligned to Japanese consumer expectations. We were tasked with developing the brand to succeed in this new market.

Eat evolved the Kiehl's brand, including business and marketing communications, to resonate in the Japan market, delivering a more engaging and relevant style and tone of voice.

As well as creating key collateral such as the Kiehl's brand book, product catalogues, POS materials, photography and press communications, we worked with the Kiehl's Japan team to adapt training strategies and materials to ensure excellence in customer service at every touchpoint.

The success of our work was evident through Kiehl's headquarters development of an English-language version of our brand book which was rolled out to stores throughout the USA.



Kiehl's
SINCE 1851

Kiehl's – Launching a US brand in the Japanese market.



Welcome to the Exciting World of Kiehl's!
キールズが日本にやってきます!

世界各国で150年以上の間、愛され続けているキールズが、いよいよ日本に上陸します! キールズはアポセカリー(調剤薬局)としてスタートし、現在は世界中にショップを構えるライフスタイル コスメティックカンパニーです。私たちは科学、薬学、ハーブの知識を基に長い歴史を築いてきました。また、創業当時からスキンケアやボディケア、ヘアケア製品のサンプルをお渡しし、「体験してから購入する」ことをご提案することでお客様に深く信頼されています。キールズは幅広い層のお客様に向け、独自の製品を取り揃え、みなさまを個別のカウンセリングにご招待いたします。ぜひキールズ ショップに足をお運びください。私たちキールズのスタッフは、みなさまとお近づきになれることを心から嬉しく思っています。

Kiehl's Customer Favorites
キールズカスタマーのお気に入り

スキンケア

キールズ クリーム UFC
肌の潤いをキープするキールズでのベストセラークリーム。とろけるような軽いテクスチャーが美力をサポートします。

キールズ リップバーム No1 オリジナル
保湿効果のある成分が乾燥しやすい唇を守り、しっとり仕上げる大人気のリップバーム。つやめき潤う唇に導きます。

キールズ トナー YM
肌の機能をサポートすることで知られる南米産産工パタ茶エキスを配合した化粧水。潤いをサポートしながらイキキとした印象の肌に整えます。

スキンケア DS ライン

キールズ DS ライン コンセントレート PS 10.5 C
ビューティビタミンC (製品の抗酸化剤) をぎゅっと配合した美容液。肌のキメを整え、透明感を促し、ふっくらハリ感のある肌に整えます。

メンズ

キールズ フェイシャル フュール モイスチャライザー フォーメン
ビタミンC 配合 (製品の抗酸化剤) で、いきいきとした印象の肌に導くモイスチャライザー。メンソール配合で、肌を引き締め、清涼感のある使い心地です。

ヘア

キールズ ナリッシング シャンプー OFO
オリーブオイル配合のリッチでクリーミーなシャンプー。栄養が不足しがちな髪に潤いを与え、しっとりつややかで美しい髪に導きます。

ボディ

キールズ クレム ドゥ コール ボディ クリーム
乾燥が気になるボディをしっかりとめらかに整えるボディ クリーム。保湿を育むシアバター、アボカドオイルなどの植物由来成分を配合したクリームがリッチな潤い感を与えます。

キールズ ハンド サルブ
シルクのような手触りをもたらす保湿ハンドクリーム。保湿成分のシアバター、アボカドオイルなどを配合し、指先までしっかりと潤いを与えます。

Gift from Kiehl's
キールズからのギフト

STEP1 + STEP2 =

「キールズ クリーム UFC」のサンプル(7ml)をプレゼント!
スタンプ2個を集めて、グランドオープン後(11/7~11/16)にご来店ください!

※サンプル、ギフトには限りがございますので予めご了承ください。

お名前 _____

電話番号 _____

担当者 _____

キールズ 伊勢丹新宿店
東京都新宿区新宿3-14-1
伊勢丹新宿店 本館2階ビューティアポセカリー
Tel: 03-3352-0032

week	samples
1 9/3 ~	↑ メンズ & ヘアケア ボディケア & ベビー ↓
2 9/10 ~	
3 9/17 ~	
4 9/24 ~	↑ スキンケア ↓
5 10/1 ~	
6 10/8 ~	
7 10/15 ~	↑ スキンケア DS ライン ↓
8 10/22 ~	
9 10/29 ~	

2008.11.5 Grand Open!

※サンプル、ギフトには限りがございますので予めご了承ください。

Discover Kiehl's in 9 weeks!
キールズ体験キャンペーン

日本初のキールズ ショップ誕生を記念して、9週間に渡り、キールズをご紹介するキャンペーンを行います。キャンペーン期間中(9/3~11/5)にご来店され、サンプルをお試しいただくと、1回ごとにスタンプを押していきます。グランドオープン後(11/7~11/16)にカードをご持参ください。スタンプ2つで、「キールズ クリーム UFC」のサンプル(7ml)を差し上げます。

Tell Your Friends
"Kiehl's is Coming to Tokyo!"
お友達とご来店ください!

キャンペーン期間中、2度目のご来店時にお友達をお連れいただくと、お客様とお友達の両方にキールズの素敵な限定プレゼントを差し上げます。



Herbalife – Crafting a campaign to hit a new, younger demographic.

With a long history in the Japan market, nutrition giant Herbalife was looking to drive new growth by tapping into a younger, neglected demographic.

Coinciding with the Covid pandemic, we worked with Herbalife to explore how to turn the challenges of lock-down into an opportunity. We developed a campaign proposition that aligned with people wanting to take back control of their lives, be it getting fit, learning a new skill or starting a new hobby. The campaign idea focused on making Herbalife a part of your new daily regime.

We introduced a new visual style, replacing Herbalife's traditional, natural imagery with bold block colours that tapped into a TikTok / Instagram mindset. This 'social-based' campaign comprised photography, video and social advertising, supported by unique site-based content.



習慣だけが、
自分を変える。
だから私は、
フォーミュラ1。

フォーミュラ1 プロテインドリンク
ミックスは、健康維持に不可欠な
たんぱく質、10種類のビタミン、
ミネラルと食物繊維をバランス
よく配合。満腹感を維持しながら
健康的なウエイトマネジメント
をサポートします。

HerbalifeJP | herbalifejapan | www.herbalife.co.jp

HERBALIFE
NUTRITION

Herbalife – Crafting a campaign to hit a new, younger demographic.



Time for lifestyle change



ライフスタイルが変わるとき。それは、新しい自分を目指すチャンス。やりたかった趣味も、ヘルシーな習慣も、楽しくなければ続かない。時間も栄養も大切なから、朝食はフォーミュラ1で賢くチャージ。

忙しくても、続けられる。



Video and digital



MHD
MOËT HENNESSY DIAGEO

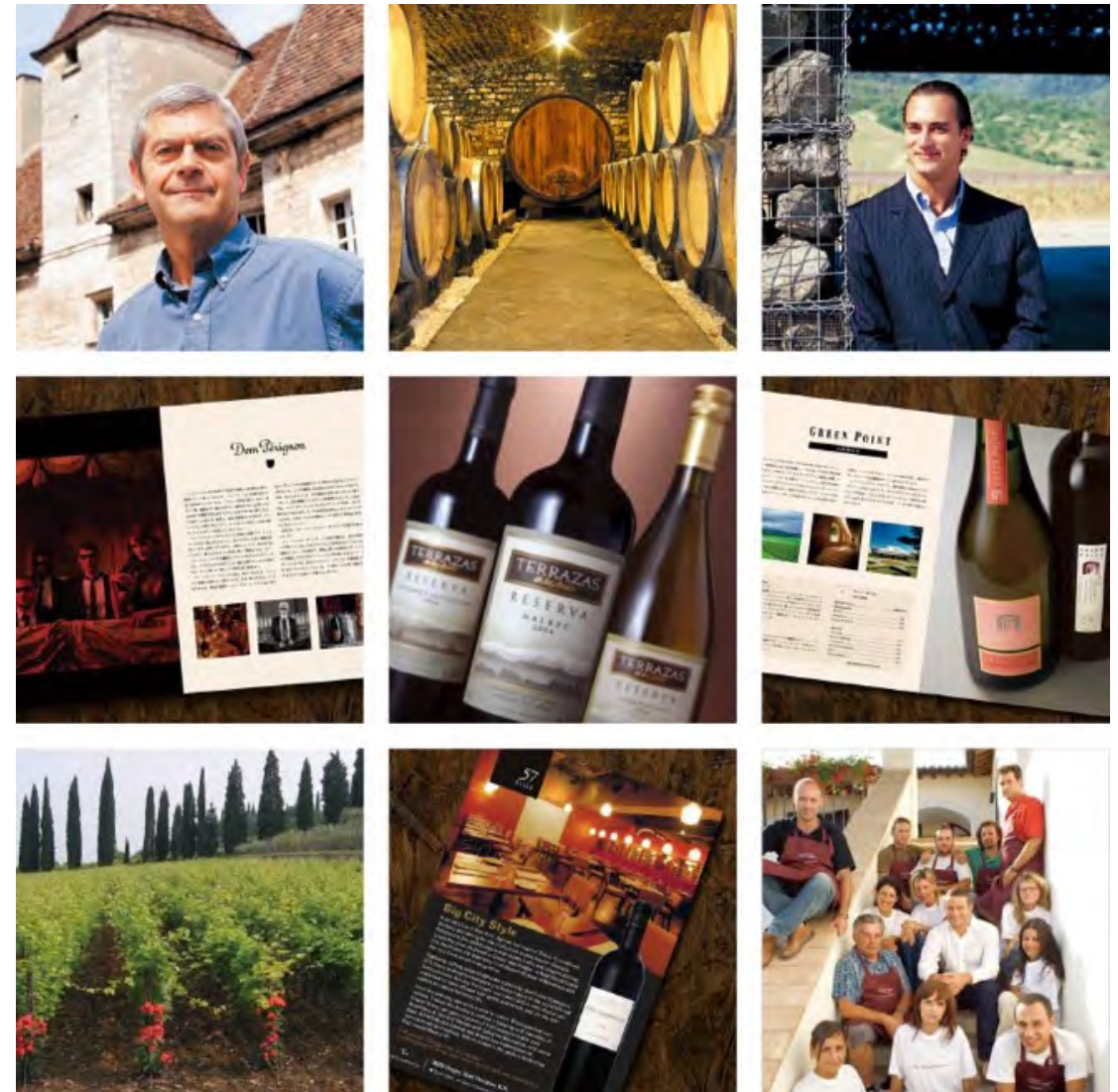
MHD Moët Hennessy Diageo – Bringing a global wine portfolio to Japanese audiences.

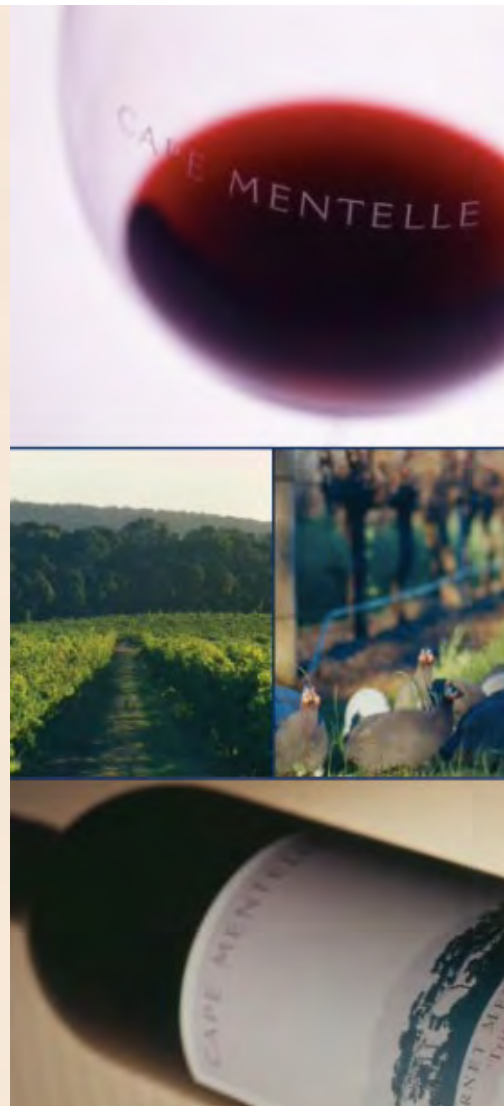
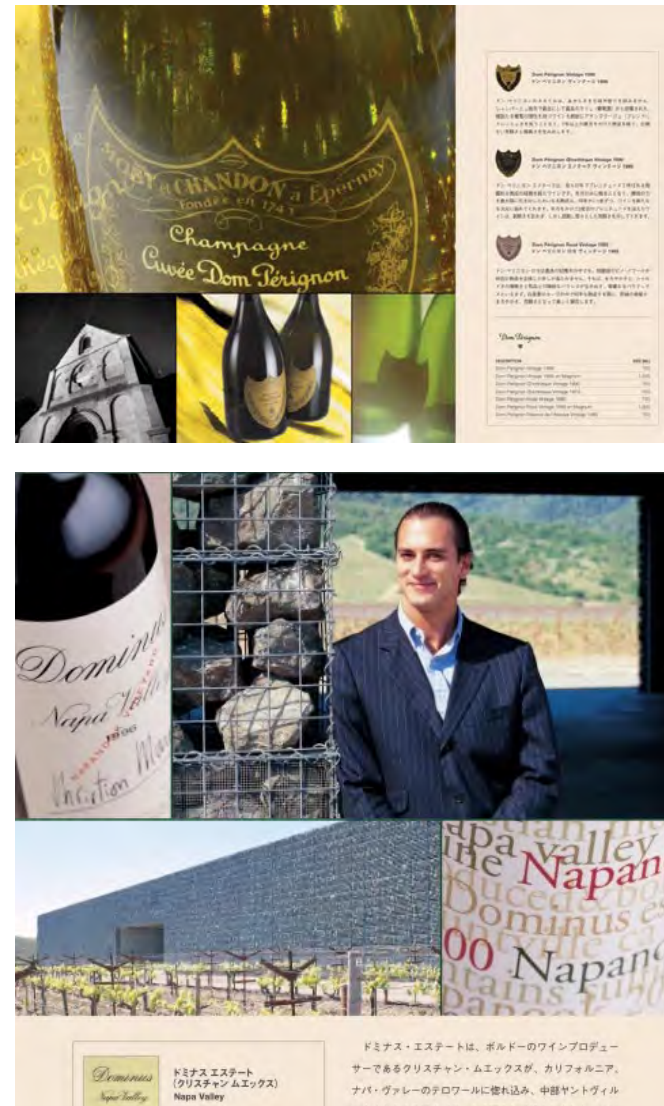
MHD Moët Hennessy Diageo is a joint venture between beverage giants Moët Hennessy and Diageo focused on bringing their rich portfolio of wines and spirits to the Japanese market.

As the JV accelerated the introduction of its portfolio in Japan, MHD turned to Eat to support their expansion and growth. Our focus was developing the stories, communications and collateral for the MHD wineries in Europe, South America, North America and Oceania, that would resonate with Japanese customers.

We visited 12 wineries around the world, immersing in their history, heritage, techniques, personalities and terroirs (unique local conditions where wine is produced) to draw out the unique aspects that would build engagement and interest from Japanese audiences.

We conducted a number of product and brand photoshoots on-site which we then carried through into the sales strategy and marketing collateral – developing physical and digital assets that sales teams at MHD could use for engaging end customers as well as building new relationships with retailers, chains and independents.







LIXIL

LIXIL – Making brand purpose tangible for a global leader in sanitation.

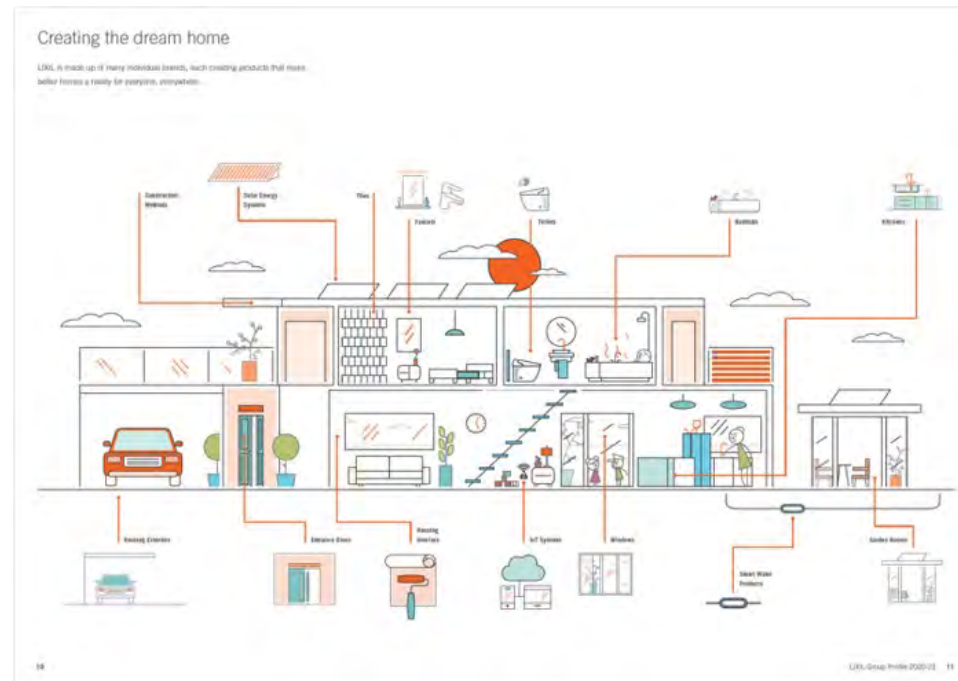
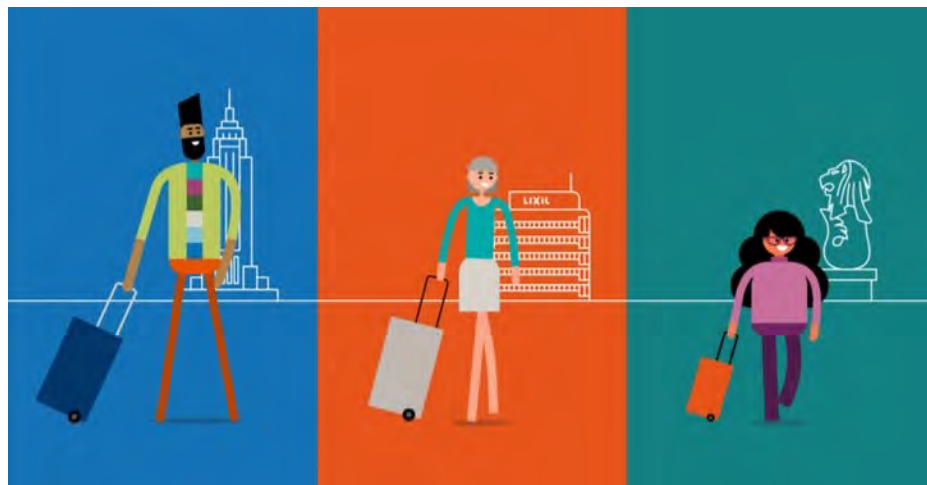
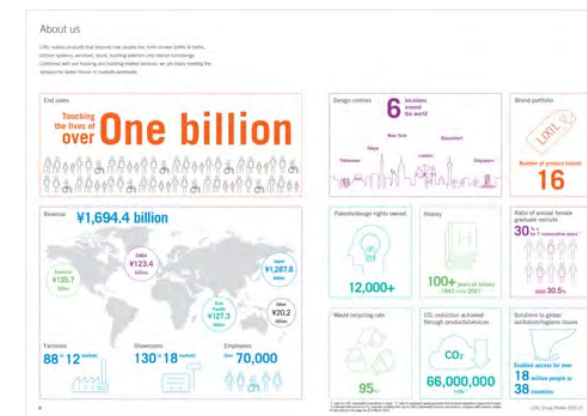
LIXIL is one of the world's largest water, housing and infrastructure providers, with over 55,000 employees in over 150 countries. Guided by its purpose to make better homes a reality for everyone, everywhere, today LIXIL reaches over one billion people through its products and services in sanitation, construction, energy systems and home technologies.

Since 2016, Eat Creative has been LIXIL's lead agency in supporting the brand to develop the strategies and initiatives that can deliver a simpler, stronger and more agile business. From developing communications frameworks that deliver understanding to audiences across multiple geographies, to creating new sub-brands, to activating their products and services across digital and physical touchpoints, we work hand in hand with the extended LIXIL team to deliver impact and success every day.

This has recently included the creation of the SATO brand in the LIXIL portfolio – a brand that delivers low-cost sanitation systems for developing countries in partnership with UNICEF. The SATO brand acts as the driving force for LIXIL to deliver on its aim to provide better sanitation to over 100 million people by 2025.



LIXIL – Making brand purpose tangible for a global leader in sanitation.



**We look forward
to meeting you.**