

Success Stories: Ideas for Potential Players

S/C Service/Consulting



Sales / Services

Edelman

Offering clients state-of-the-art communications services to take their PR to the next level



Edelman is one of the fastest growing international public-relations firms in Japan.

Edelman is an international public relations consultancy helping companies communicate with the stakeholders important to their business success, primarily through media relations. In Japan, Edelman helps foreign multinationals like AIG, Johnson & Johnson, and Sanofi-

Aventis communicate with the domestic market. The firm also helps Japanese multinationals like Canon, Nissan, and Nomura Securities communicate in overseas markets.

Opportunities in Japan

The company expanded to Japan because of the increasing demand for its services by Edelman's multinational clients. "We realize what an important market Japan is as one of the great economies of the world," says Mr. Daniel J. Edelman, chairman of Edelman worldwide. "But more importantly, some of our major clients—Microsoft, for example—urged us on, saying, 'We need you in Japan.'"

Furthermore, Edelman needed to complete its global offerings. "It's difficult to be a truly global firm if you're

- 1952 Edelman established by founder Daniel J. Edelman in Chicago, Illinois
- 1967 Edelman opens its first office outside the US in London
- 1986 Edelman establishes its first Asian office in Kuala Lumpur, Malaysia
- 2005 Edelman Japan KK established with Microsoft and Nissan as its foundation clients
- 2006 Edelman announces a new 15-nation opinion poll showing that Japan leads the world in trust of business





Edelman maintains its headquarters in Chicago, where the company was founded in 1952.

not in Japan," says Mr. Robert Pickard, representative director of Edelman Japan. "A lot of multinationals now want to hire one agency on a worldwide basis."

Market Entry

Edelman began by holding a consultation with JETRO to get guidance on all the aspects of setting up a business in Japan. "JETRO was very useful in helping us understand the right way to create a new business in Japan in a coherent, step-by-step sort of way, and that was invaluable to us," comments Mr. Pickard.

JETRO then recommended local professionals to help Edelman with the formation of their Japan business. "We were able to approach an accounting consultant, seeing that we had JETRO's stamp of approval. Even when it came to Japanese lessons for executives, JETRO recommended local vendors who could help us do that," says Mr. Pickard.

Results and Outlook

After establishing their Japan office in February 2005, Edelman estimated a conservative \$1 million in revenue for their first year, but they are on track to double their annual projection. "We were told by a lot

of people we would have to wait a long time before we would start to make a profit, so we scaled our expectations accordingly," says Mr. Pickard. "But we've been able to build our business at a much more aggressive pace than some of the skeptics predicted."

Opening a Japan office has also added to the company's global profile. "Now that Edelman is in Japan," adds Mr. Pickard, "it means that we can compete for more truly global business. That's the big impact of our being here, above and beyond the business we've been able to build in Japan alone."

Japanese Operation

- Established : February 2005
- Capital : ¥10 million
- Employees : 25
- Business : Public relations consulting
- Location : 3rd Floor, Toranomom 45 MT Building, 5-1-5 Toranomom, Minato-ku, Tokyo 105-0001
- URL : <http://www.edelman.jp>
- Parent company : Daniel J. Edelman Inc. (Chicago, IL, USA; employees: 2,071)

