

Candlewick Announces Business Alliance with Material Group

Candlewick and Material Group to provide PR services to support overseas brands' successful expansion into Japan

Effective 30th November 2023, PR and Marketing consultancy agency Candlewick Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; CEO: Noriko Silvester; Hereafter 'Candlewick') has formed a business and capital alliance with comprehensive marketing communications agency Material Group Inc. (Head Office: Minato-ku, Tokyo; CEO: So Aosaki; Hereafter 'Material Group'). This alliance aims to further strengthen and grow the business through the expansion of service content and scale.

■ Business and Capital Alliance Background

Since its establishment in 2004, Candlewick has built up a wealth of knowledge through its diverse track record, ranging from the localisation of overseas brands, to government and corporate brand projects. In parallel with Candlewick's reputation for the rapid response only a boutique agency can provide, there have also been requests for larger-scale project support requiring a full complement of personnel.

In contrast, group member Material has received numerous consultations from overseas companies looking to the Japanese market as an opportunity for business growth and stepping up their marketing activities. The two companies believe that joining forces will expand their capabilities in global project work. Candlewick will apply its unique position that it has built up in the premium brand market, and will be able to provide the best possible service to meet the challenges of its clients.

■ Synergy Effect through Group Participation

With Candlewick's participation, Material Group's new management structure will ensure that both parties will be able to strengthen their capabilities and increase the value they provide to their clients. The Group companies will be able to handle global projects based on deeper knowledge, and Candlewick will be able to provide new PR strategies and services beyond its existing business areas,

utilizing the Group's valuable assets. For the employees of both companies, the alliance will provide more opportunities than ever before to work on global assignments and enhance the career paths of their PR professionals.

■ Company Comments

So Aosaki, Material Group CEO

'Updating the concept of PR in Japan' – this is the vision of Material Group that we communicated to Noriko Silvester when we met her. We were convinced that our vision could be shared by her, and the company she has created. Candlewick, where all staff members are fluent in two or more languages, have built bridges between Japan and the rest of the world, and our alliance will further expand the possibilities of the Material Group.

Noriko Silvester, Candlewick CEO

My decision to join the Material Group is based on my strong belief in their powerful team. Led by Mr Aosaki, a leader befitting the Reiwa era, the Material Group is committed to transforming communications for the next generation. As we celebrate our 20th anniversary this year, we are delighted to be able to utilise our accumulated knowledge to benefit the world, and for our valued employees to have the opportunity to grow even further. With renewed, higher expectations for all of our employees, we are ready to take on the challenge of this new chapter.

■ About the Material Group

The Material Group is a specialist business group that provides comprehensive support for marketing communications for all types of businesses. They contribute to success by partnering to solve business problems together, strengthening the relationship between clients and society. With their vision 'Switch to Red' (light passion in individuality, change values and common sense, and make the world hotter), their mission is to maximise the potential of all individuals by bringing together companies with different areas of expertise and developing business centred on relationship building, thus building desirable relationships between brands and their stakeholders.

■ About Candlewick

Candlewick is a communication design company that 'enriches life on Earth'. They believe their existential meaning lies in uncovering, launching and delivering undiscovered value. Solving big-scale issues such as 'Redefining domestic tourism resources', or widely communicating the value of products and corporate brands, they have achieved proven results through Perception Change. Their mission is to further enhance their meaningful sustainability efforts and fulfil their commitment to the future.



Company Profiles

Material Group Inc.

Name	Material Group Inc.
URL	https://materialgroup.jp/
Established	18 th August 2014
CEO	So Aosaki
Location	35F Ark Mori Building, 1-12-32 Akasaka, Minato-ku, Tokyo
Business	Formulation of management policies and business management of Group businesses

<Group Companies>

Material Inc. (integrated marketing communication services)

ROOMS Inc. (product placement and styling business)

Material Digital Inc. (consulting support for all aspects of digital marketing)

CONNECTED MATERIAL Co., Ltd. (CLOUD PRESS ROOM operation and recruitment business)

PRAS Inc. (public relations and PR support business with a focus on start-ups)

Candlewick Co., Ltd.

Name Candlewick Co., Ltd.
URL <https://www.candlewick.co.jp/>
Established March 2004
CEO Noriko Silvester
Location 7F Parkside House, 2 Ichibancho, Chiyoda-ku, Tokyo
Business Public Relations, advertising agency and consultancy services

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