

The Next direction in marketing communications.



The comprehensive offering of
a major agency;
The personalized service of
a boutique agency.

Next Inc. brings the two together,
to provide complete communication
services and unmatched
customer service.

next inc.

A Different Focus

Next Inc. employs some 15 professionals representing many communication fields. This isn't always the case for companies our size. Our competitors usually focus on one, or a few communication disciplines.

The difference is in our focus. We can handle many kinds of work, but usually for a specific kind of clientele: the Japanese subsidiaries of international companies (and, usually, major ones). While they may be large internationally, their operations in Japan tend to be that of a sales office. That means that they often lack the internal resources to plan, implement and follow up on marketing communications activities.

That's where our skills can come in. For our clients, it makes sense for consistency and effectiveness to go to one place for marketing communications. It's also usually the most cost effective approach.

Full service

We're reluctant to call ourselves a "full-service agency," something usually reserved for the major international agencies. "Integrated communications" is another buzzword that often gets used today, often perhaps without really being understood. But we have to admit that both are in fact what we often provide.

The Next team today is a group of people with solid skills and often many years of experience in their field. Their common goal is to provide our clients first-class marketing communication services. They don't work in a vacuum, however: designers, editors, PR consultants, web creators—all are in an open, collaborative physical environment where we put a premium on sharing and interacting.

The full range of services we provide include:

- Advertising and corporate communications
- Editorial production and custom publishing
- Event planning and trade show management
- Localization of online and print material
- PR and media relations
- Sales collateral and campaign materials
- Video production
- Website design and interactive marketing

Responding to clients' needs

Our business model has developed through 20 years of responding to our clients' needs. We're sure that it works: many of our clients have been with us for ten years or longer.

Naturally, everything changes over time, and we're not doing today what we did ten years ago. Recently, corporate headquarters increasingly take on Japanese-language projects such as web sites, and even print production, that traditionally were handled locally; at the same time, there is a growing focus on local PR and media relations activities. In fact, today PR is our fastest-growing area.

What we mean by superior client service

Openness and transparency are the key to our relationship with our clients. We pride ourselves on providing the very finest creative

work, but we also know that we won't be able to keep our clients without providing very good client services.

What this means:

- We don't bait and switch: the people you meet during the sales process are the people you will work with on a regular basis. People change jobs, of course, but we do everything we can to keep you informed and free of sudden surprises.
- We keep things open and clear: there are no hidden mark-ups. What you see on the estimate is what is presented on the invoice, as long as the specification has not changed.

The Next Inc. story

Next Inc. was founded by Swedish journalist Kjell Fornander in Tokyo 1988. The company's original focus was on custom publishing, in particular the planning and production of customer magazines and newsletters for foreign companies in Japan. This is still an important part of our business, but over the years we have added many other communication areas.

Next — what you're looking for?

If you'd like to know more, we'd be very happy to talk, discuss, and even outline how we might be able to help your firm. For more information, please contact Kjell Fornander (fornander@nextinc.com) or Haruko Miyazaki (miyazaki@nextinc.com)

Selected list of current clients:



UD TRUCKS



Scandinavian Airlines



next inc.

Next Inc.

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