



# CHANGE THE WORLD.

We have a dream.

“Change the world with the power of PR”.

PR has a power to influence people’s mind and action,  
and eventually change the world.

As we know that PR has such a power, we believe we can make a change.

By using all communication methods based on PR approach,  
we come up with unique solutions and tackle various problems.

As a “PR Communication Group,”  
we create fun buzz and new values for the new era.

# COMPANY PROFILE

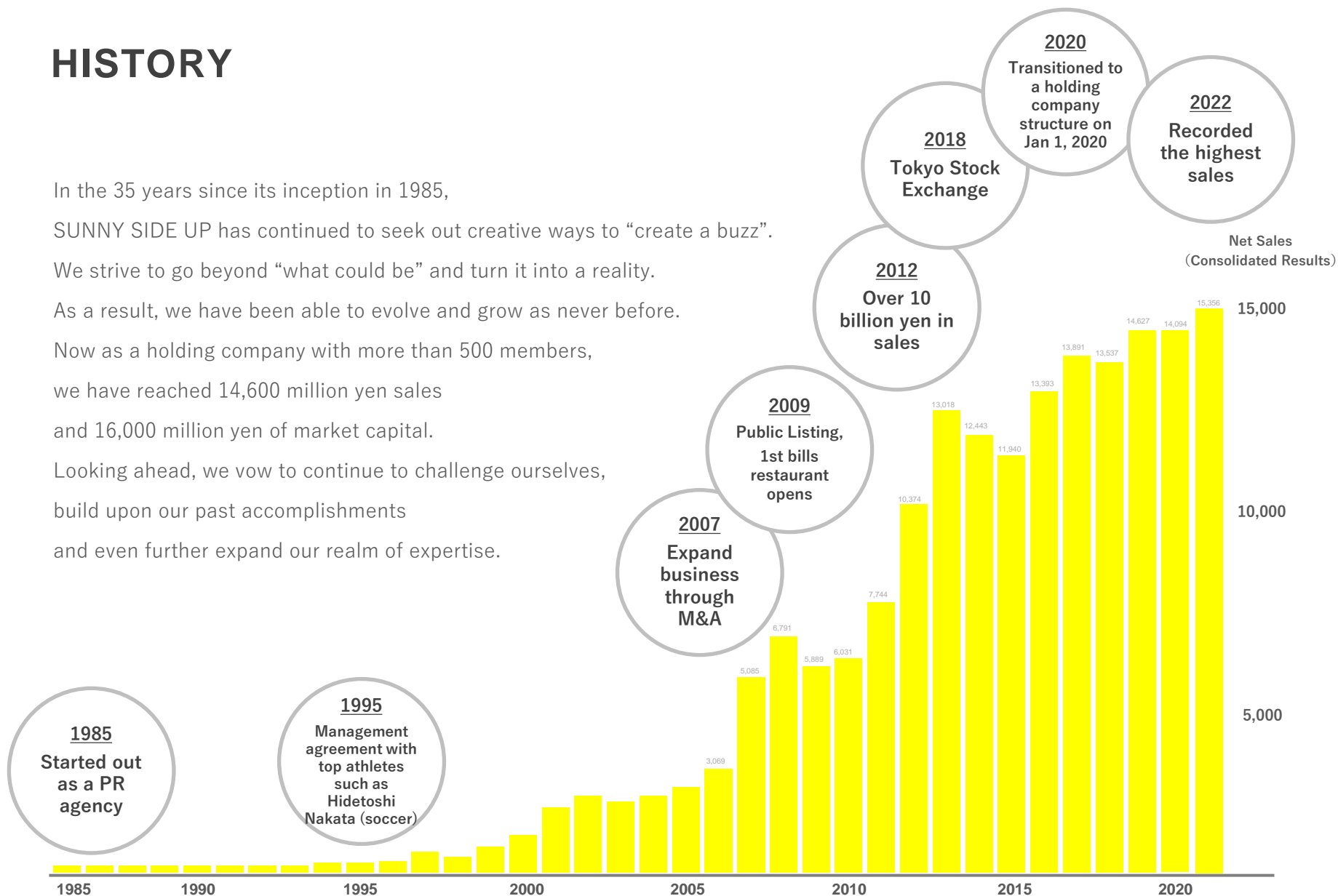
<b>Company Name</b>	SUNNY SIDE UP GROUP Inc.	<b>Headquarters</b>	〒151-0051 JPR Sendagaya Building, 4-23-5 Sendagaya, Shibuya-ku, Tokyo
<b>President</b>	Etsuko Tsugihara		
<b>Established</b>	July 1, 1985		151-0051, Japan TEL : 03-6894-3232 (main) FAX : 03-5413-3052
<b>Capital</b>	547 million yen (As of June 30th, 2022)		
<b>Employees</b>	492 (As of June 30th, 2022)	<b>Affiliation/Membership</b>	KEIDANREN (Japan Business Federation) The Tokyo Chamber of Commerce and Industry The Public Relations Society of Japan (PRSJ) JAPAN SOCIETY OF SPORTS INDUSTRY International Public Relations Association (IPRA)
<b>Consolidated Subsidiaries</b>	SUNNY SIDE UP Inc. wise integration co., ltd. Kumnamu Entertainment, Inc. steady study Ltd. AIRSIDE INC. Scramble Inc. Agile Inc. Good & Co., Inc. SUNNY SIDE UP PARTNERS Inc. SUNNY SIDE UP KOREA, INC. FLYPAN, INC.		
<b>Associate Companies</b>	AnyUp Inc. Grill Inc.		

SUNNY SIDE UP GROUP Inc. is listed on the Prime Market  
of the Tokyo Stock Exchange (code 2180)



# HISTORY

In the 35 years since its inception in 1985, SUNNY SIDE UP has continued to seek out creative ways to “create a buzz”. We strive to go beyond “what could be” and turn it into a reality. As a result, we have been able to evolve and grow as never before. Now as a holding company with more than 500 members, we have reached 14,600 million yen sales and 16,000 million yen of market capital. Looking ahead, we vow to continue to challenge ourselves, build upon our past accomplishments and even further expand our realm of expertise.

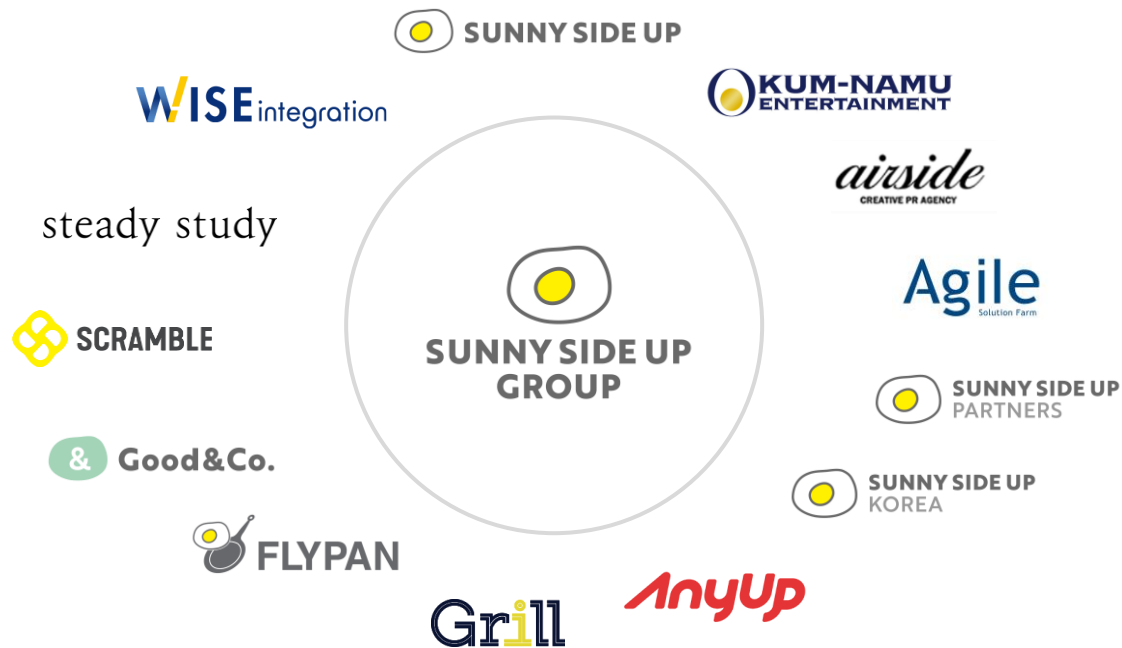


\* Million Japanese yen

\* As of June 30th, 2022

# GROUP COMPANIES

By becoming a holding company and strengthen the networks between each group company,  
we maximize individual strength in PR and communication business.  
With the group synergy, we will provide the best solution as one team.



We are a PR communication group  
which provides unique solutions to various problems  
using our strength: multiple communication methods and PR.

# BUSINESS FIELD

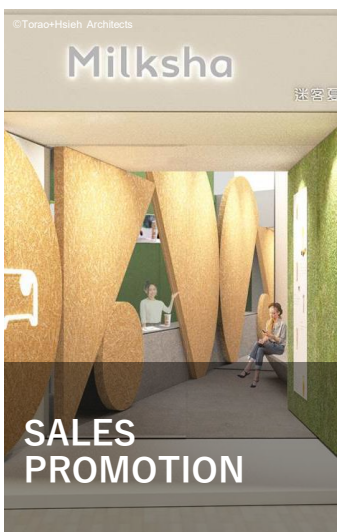
Our expertise is Public Relations and any related area of business. However, in our never ending pursuit of excitement and innovation, we continue to evolve and grow to meet and exceed the needs of our clients.



## PUBLIC RELATIONS

### Innovative Planning and Execution

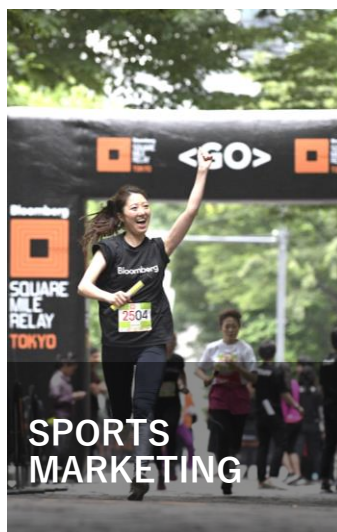
- PR Strategy Proposals
- Media Targets
- Event Planning
- Risk Management
- Corporate PR, ETC.



## SALES PROMOTION

### From the Internet to the Sales Floor

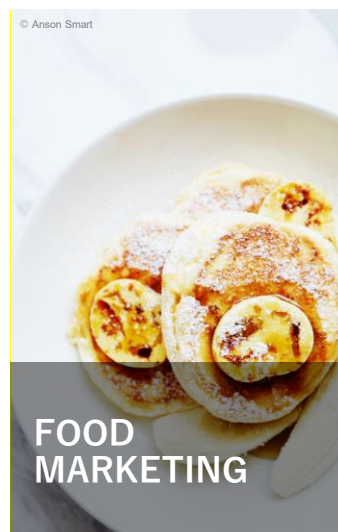
- Promotional Strategy Proposal
- Promotional Campaigns
- Events
- Store Sales
- Use of Social Media, ETC.



## SPORTS MARKETING

### Matching Sports to Maximize Brand Appeal

- Sports Consulting
- Sports Event Planning and Operation
- Athlete Content Development
- Athlete Management, ETC.



## FOOD MARKETING

### Food Branding that Creates a Trend

- Brand Development
- Store Development
- bills Planning and Management, ETC.



## BUSINESS DEVELOPMENT

### Adding Value from a PR Viewpoint

- Business Development Consulting
- Business Start-Up and Operation
- Partnership and Alliances
- Funding / M&A, ETC.

# SERVICE

We are constantly expanding and improving our services so that we can keep up with the fast pace of the market, and fulfill our clients' marketing communication needs.

## PLANNING

An inspiration leads to a concept, which eventually grows into a story. We will provide the best solution for your marketing needs.

## PUBLIC RELATIONS

We separate ourselves from the rest of the pack by consistently provoking emotions that not only reaches but also captures the target market.

## SPORTS

We are Sports Marketing Professionals, prepared to change the overall concept of marketing and PR, particularly for the year 2020.

## CAMPAIGN

With our expertise in creating ideas, we can help create and run an effective promotional campaign that grips at the heart of the consumer.

## EVENT

Whether it be a corporation, a brand or an individual, we can plan and deliver that one of a kind event that leads to lasting connections.

## PRODUCT

We are determined to offer product marketing that not only creates a buzz, but is of an undeniable quality.

## CASTING

Relying on our extensive network, SSU can provide the people and connections that maximizes the value of the brand or service.

## DIGITAL

Our integrated proposal will include all facets of digital communication, with the goal of stimulating the user's desire to share information in many outlets.

## CREATIVE

From video to print to web design, our creative staff will provide the complete package, giving our clients the added edge.

## BUSINESS DEVELOPEMENT

Working from our unique background n PR, we aim to produce new business opportunities that create a wave.

## MEDIA

In order to reach a market that is both far and wide, our media proposal will include all ranges of media based on our extensive laundry list of contacts.

## SOCIAL

We actively tackle socialissues that enable corporations to make lasting contributions to society.

# EXPERTISE

“Let’s Have Fun!” – our company slogan has pushed us to explore beyond the norm and expand into new areas. Take advantage of our vast connections and reputable background to get the results you want!

Events  
**250**  
per year

Clients  
**200**  
per year

Ranking  
**22th**  
in PProvoke  
Agency Ranking

\*PProvoke GLOBAL TOP 250 PR AGENCY RANKING 2021

## 1. Lasting Results and Extensive Background

- The numbers are a testament to the high level of service and products we are known for regardless of the format or target market.
- We have the experience and connections that enable us to offer the perfect solution for your marketing and PR needs.

## 2. Integrated Solutions

- We are known for presenting proposals that go beyond the norm in order to achieve the desired effect.
- SSU offers in-house specialists who can handle all realms of PR and Marketing, from planning to design to programming.

## 3. Dedicated Media Solutions Specialists

- Unlike most PR firms, we have a group of staff dedicated to media marketing who can provide the connections and skills to maximize media exposure for our clients.
- Our activities allow us to reach several hundred thousand media specialists every year.



















## 4. Pioneers in Sports Marketing

- Sports Marketing has become the norm, but SSU was the first PR firm to delve into this area, taking advantage of the strengths and appeal of sports for more than 20 years.



# AWARDS

We are honored to be recognized for our work in the PR and Sales Promotion arena, as well as for providing an employee friendly environment for our team members. This is all part of our goal to “Let's have Fun!”

 <p>Great Place to Work® Best Workplaces 2014 3rd</p>	 <p>Stevie® Awards 2016 International Business Awards Bronze</p>	 <p>Stevie® Awards for Women In Business Gold / Silver</p>	 <p>JAPAN WOMEN AWARD 2016 2nd / Special Recognition</p>	 <p>Stevie® Asia-Pacific Awards Silver / Bronze</p>	 <p>Stevie® Awards 2017 International Business Awards Gold / Silver / Bronze</p>
 <p>Public Relations Society of Japan PR Awards 2017 Silver 「Anger Management」</p>	 <p>PRWEEK Agency Business Report 2018 20th</p>	 <p>The Holmes Report Best Agency to Work For Asia-Pacific Honorable Mention</p>	 <p>IPRA Golden World Awards 2018 「CRAFT SAKE WEEK」</p>	 <p>IPRA Golden World Awards 2019 「Indeed Japan」 「International Women's Day」</p>	 <p>Agency of the Year 2019 Independent Agency of the Year 2 Golds / Silver</p>
 <p>IPRA Golden World Awards 2020 「MORI Building DIGITAL ART MUSEUM: EPSON teamLab Borderless」</p>	 <p>Campaign Asia Pacific Agency of the Year 2020 Japan/Korea Gold / Bronze</p>	 <p>Lisbon PR Awards 3 Bronzes</p>	 <p>Public Relations Society of Japan PR Awards 2020 3 Silvers</p>	 <p>Provoke GLOBAL TOP 250 PR AGENCY RANKING 2021 22th</p>	 <p>PRWEEK Asia Best Places to Work 2021 Large Agency</p>

# SSU PEOPLE

Athletes & Specialists

## ●Management



**Kentaro Asahi**  
Former Beach Volleyball Player



**Natsuki Iijima**  
Writer



**Hiroko Iijima**  
Essayist



**Ryota Igarashi**  
Former Professional  
Baseball Player(Pitcher)



**Satoko Urata**  
Professional Beach  
Volleyball Player



**Daisuke Ejima**  
Professional Swimmer



**Takeru Kitazono**  
Gymnast



**Satoshi Saida**  
Wheelchair Tennis Player



**Mayumi Tsuchida**  
Wheelchair Basketball Player



**Kotaro Tokuda**  
Freestyle Football Player



**Takumi Nakamura**  
Professional Surfer



**Hidetoshi Nakata**  
NPO  
TAKE ACTION FOUNDATION  
Representative Director



**Naoko Sato**  
Former Professional  
Tennis Player



**Katsuyuki Seto**  
3D Sound Designer



**Miho Nijo**  
Wheelchair Tennis Player



**Miwa Harimoto**  
Table Tennis Player



**Masakiyo Maezono**  
Sports Journalist



**Isao Yoneda**  
Mental Trainer

## ●Alliance



**Denis Akimoto**  
Professional Ice Hockey Player



**Kazuyoshi Tokumoto**  
Long Distance Runner



**Naoko Sato**  
Former Professional  
Tennis Player



**Atsushi Takahashi**  
Dancer

## ●Specialists



**Taro Kamitani**  
Tiara Designer



**Junko Koshino**  
Fashion Designer



**Katsuyuki Seto**  
3D Sound Designer



**Atsushi Takahashi**  
Dancer



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[www.ssug.co.jp](http://www.ssug.co.jp)



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