

SUNNY SIDE UP signs an affiliation agreement with a U.S. LGBT marketing company

Today, on October 26, 2015, PR enterprise agency, SUNNY SIDE UP (SSU), has signed an affiliation agreement with U.S LGBT marketing agency, Target 10. The two agencies will cooperate and work together on LGBT diversity issues. This agreement is one of the first international collaborations between a U.S. and Japanese company involved with the LGBT market.

In recent years, to increase LGBT awareness in Japan, SSU has been working with the "TOKYO RAINBOW WEEK" organization with PR and promotion. Our efforts have led to the launch of our "SSU Diversity Lab" in July 2015, under the slogan of "We're all the same, because We're all different".

With the increase of LGBT related work, SSU will collaborate with the marketing professionals at Target 10, with a mission to develop and spread awareness of LGBT diversity issues. Cooperating internationally, we intend to exchange information, plan projects, and create new business opportunities. We will research and provide insight regarding LGBT movements and trends taking place in the media, government, and among major brands and corporations, along with events and merchandise that feature LGBT issues, both in Japan and the U.S.

Through this agreement with Target 10, SSU will become better equipped to offer consulting and supporting services for marketing and communications to companies with respect to LGBT issues in the Japanese market. Similarly, Target 10 will gain a deeper understanding of the Japanese LGBT community, its culture and consumer habits.

Mr. Matthew Tumminello, the president of Target 10, has stated, "This relationship builds on the work that Target 10 has been doing in the U.S. for more than a decade and underscores the rapid progress being made on LGBT issues. Bringing a global perspective to LGBT marketing is important not only for our industry but also for the advancement of LGBT equality.

Ms. Etsuko Tsugihara, the president of SUNNY SIDE UP Inc., has stated, "We are extremely excited about this first international collaboration regarding the LGBT market in the U.S. and Japan while this movement of diversity goes on. Through this opportunity, we will endeavor to create a society where there are no words and borders of "Diversity", and where people identify and understand each other.

SUNNY SIDE UP is one of the largest PR agencies in Japan and has continuously and successfully set the standard for innovative modern trends, events, and movements over the past 30 years. With plenty of experience launching and promoting various companies, products, services, and events from home and abroad throughout Japan, we provide strategic and workable solutions (the necessary marketing, communication, and PR/promotion services).

Target 10 is one of the leading LGBT consumer marketing agencies. It builds strategic, integrated marketing programs that produce measurable results for clients by connecting rationally, emotionally and with the right sensibility. The New York-based agency has earned numerous awards and nominations for its LGBT work on behalf of Fortune 500 clients and is recognized as an industry leader.

<For further inquiries>

Ryuta Hattori,
Global Communications, SUNNY SIDE UP Inc.
Phone: +81 3 6894 3232, Email: info@ssu.co.jp