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🏠 Introduction

The Public Relations Society of Japan (PRSJ) is made up for practitioner of public relations in Japan. PRSJ comprises the general corporation members, PR firm members and individuals who are much interested in public relations. PRSJ provide a channel for exchange of professional experience between practitioners engaged in public relations and also educating opportunities for young practitioners and students who studying PR. The Public Relations Society of Japan is only the association promote the high standards in practice of public relations in Japan.

Headline

< A Special International Seminar >
Country Brand Survey and PR

The Public Relations Society of Japan held the Special International Seminar: Country Brand Survey and PR on December 17th, 2009, and featured Atsushi Kogoma of U.S.-based Future Brand, a company that manages branding for clients including cities and countries, and Takeo Nishitani of the global public relations agency Weber Shandwick Worldwide, who is a noted expert in tourism-related public relations. The two spoke about tourism PR strategies and marketing.

Future Brand is a brand partner of the 2012 London Olympic Games and is in charge of overall branding for the Games, including information packaging, logos and message guidelines. They also managed Australia Tourism, a very effective campaign that enabled Australia to become the most successfully branded country in recent years. As a result of the campaign, the volume of information about Australia grew fivefold, and the previously disorganized branding of such information was successfully unified under a single brand, thanks to government, companies and industries all following the same communication guidelines. In the five years following the campaign's launch in 2003, tourism averaged 4.3% growth, or an additional 400,000 travelers.



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