THE QUIET ACHIEVER

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Audiences get the message

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These extraordinary results underline how effectively the key messages were communicated.

Click to discover more and view the work

Shifting the spotlight

Corporate cultures in US tech firms, such as Facebook and Google, are well documented. However, little coverage is given to businesses that have quietly thrived for decades in Japan - a country synonymous with electronics and innovation, as well as distinct manufacturing and cultural philosophies.

A philosophical approach

The BBC StoryWorks team realised that Nitto’s audience was hungry for future technology and intrigued by Kaizen, a Japanese philosophy. Based on this insight, an emotive brand film and informative text article were developed to bring Nitto’s global slogan to life.

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