

Name: (Ms.) Sayuri Ozawa

Domain: Social design, Cultural studies, Event planning and organizing, Marketing, PR

2018-Present

DLX DESIGN ACADEMY

Programme initiation, planning and management, marketing and sales, public relations

In the year 2018 Sayuri participated in the DLX DESIGN ACADEMY, which started its activities in 2018 in collaboration with The University of Tokyo's Institute of Industrial Science and the Royal College of Art in London, from the preparatory stage. Since then, Sayuri has been in charge of the entire programme implementation process, including strategic planning of the academy, medium- and long-term planning, devising and planning individual programmes, negotiating with lecturers, and management including marketing and sales. She is also responsible for the development and planning of new programme series and new content, as well as negotiations with partner companies.

2007-Present

El Tokio

In 2007 Sayuri founded El Tokio Inc., a company specialized in PR, Marketing Communications for design and other creative industries.

Its activities include:

Planning and organization of design/creative and marketing activities targeted to professionals
Concept development and coordination of design/creative and marketing media
Promotion of Spanish designers to Japanese companies
Research and organization of trend research/reporting

Clients:

Instituto Espanol de Comercio Exterior (ICEX) | Madrid
School of Visual Arts | New York
Japan Institute of Design Promotion | Tokyo
Aquent Inc. | Tokyo
The University of Tokyo (i.school) | Tokyo
Hitotsubashi University | Tokyo
Royal College of Art | London
Fujitsu | Kawasaki
Gakken | Tokyo
Mode Gakuen | Tokyo
DIMAD Asociation de Diseñadores de Madrid | Madrid
i.lab (Innovation Laboratory) | Tokyo

Partners:

My Agent Corporation

CScout Japan

Indian Institute of Technology, Bombay, Industrial Design Centre

Past (Before El Tokio)

Aquent Inc. Japan Marketing Officer

Aquent is a designer recruitment agency (later expanded to include marketing, branding and public relations positions). (HQ: Boston, USA).

Sayuri learned a great deal from the unique position of marketing and branding measures for designers, marketers and other creative professionals.

This included advertising, public relations, collection and management of marketing data, planning and management of databases and business management systems, website management (content expansion, editing and revision), planning and management of various events, media negotiation, planning and production of sales promotion materials.

She planned a series of events called 'Brand Analysis Schematics' (paid events), which were very popular each time and contributed to sales activities. (Suntory BOSS, Shiseido Mega Brand Concept, Weekly Morning, Michelin Guide, Nissin Cup Noodles).

Free lecture events called 'q's Club' were organized on a monthly basis (as a regular event at the Apple Theatre. Later moved to Tokyo Midtown.) It was quite difficult to keep assigning lecturers several months in advance, but they proved popular. The content was based on inspirational themes for designers and creators, niche themes rather than already - major ones. After starting El Tokio, Sayuri changed the name of the series to "Tokyo Niche" and continued with almost the same themes. (supported by JDP, Tokyo Midtown)

The service domain was advertising and online content, but in order to expand the target industry, Sayuri proposed a plan to broaden the scope to product design and launched a product design team to explore new markets.

The corporate message of the US headquarters, which was to fully support freelance creators in their work and life, was localized in the Japanese style, and she worked to promote the concept.

Trade Promotion Corporation of the Government of Andalusia (then known as C de A) Trade Promotion Officer

Promoting Andalusian products and supporting companies, producers' associations, etc. to enter the Japanese market (BtoB) and publicize their products.

Preparing market reports, planning and accompanying visits to Japanese companies.

Planning and organizing exhibitions, business meetings, study tours to Spain, press conferences, tastings, seminars, gourmet fairs, cooking classes, parties and other PR activities.

Target product categories include food (olive oil, olives, sherry wine, wine and other alcoholic beverages, seafood, cured hams, confectionery, etc.), furniture, leather goods, fashion items and general merchandise.

Planning and production of publicity materials (e.g. printed material).

Research on Andalusian industry and products (Conduct several field researches, company and factory visits, etc.).