



UltraSuperNew Credentials

Selected Works



A photograph of two men in suits sitting in the back of a car. The man on the left is looking down at a tablet computer he is holding. The man on the right is looking out the window with a serious expression. The word "Carwa" is written in a white, cursive font across the center of the image.

Carwa



Make it Unbelievable Campaign

Our multi-channel launch campaign for Canva showcases the platform's promise that anyone can use it to create impressive visual materials without the need for extensive design education. But there's a small problem with this: people will find it hard to believe that those with no prior design experience could make such brilliant designs.

'Make it Unbelievable' features Takeshi Kitano, the world-known auteur celebrated for his comedy and yakuza films, and Gekidan Hitori, a Japanese filmmaker and actor who recently made a biopic based on Kitano's life. Picked for their well-known on-screen personas, they quickly revert to these when a proud Kitano shows Gekidan Hitori a presentation he has created on Canva for his new venture. It's of such a high standard, that Hitori doesn't believe Kitano actually made it himself and tells him so. Things go sideways from there and escalate to a dramatic degree, with both stars sticking to their versions till the bitter end.



Canva

そんな簡単に？信じられない。

ultra
super
new

Canva

Kitano's Presentation

ultra
super
new



Canva

Kitano's Social Post

Canva

TAKESHI
PARIS

Takeshi Paris

ultra
super
new

Bazooka[®]
Candy Brands

ultra
super
new



We power-up together!

Social (IG)/ TVCM/ Campaign

Bazooka Candy is more than candy. This edible entertainment is a powered-up version of confectionery, targeting the Gen Alpha- the audience constantly explores the two worlds between the reality and the virtual.

“Power Up” campaign portrays a realm where Bazooka Candies can open up a portal to extraordinary experiences. It embodies the spirit of the brand, and also resonates deeply with the Gen Alpha’s boundless imagination and craving for fun.

As a born and raised Harajuku-er, we know everything about how to have fun, making Bazooka Candy Brands and USN a match made in heaven. Producing their first Japanese TVCM with a new concept (Power-up and Play Level Max!) is just the beginning of our journey.

We will continue spreading the joy of BCBI’s world to the most always-ready-to-play target audience in the world- Gen Alpha in Japan.





Power-up to Max the Play Level!

TVCM

Being a kid is already synonymous with having fun. But with BCBI products- the edible entertainment- they can enhance the fun, just like a main character transforming into a superhero. Centering on the two concepts, Power-up and Play Level Max, we created original characters representing each product, believing that we can look at the world from new lenses whenever we discover the fun of life.

We powered-up beyond localizing the global campaign- making this the first BCBI's TVCM in Japan. The music, concept, and characters are all unique to the Japanese market, created and delivered by the mastermind of finding fun in everything a.k.a. USN (👉👈).







Kotodaman x Bazooka Collab

To take the world we built in the brand film to the next level, we teamed up with “Kotodaman”- Japan’s number-one mobile game app. We created original skins for in-game characters and special effects inspired by BCBI’s products in alignment with the campaign concept, aiming higher than just creating brand awareness, but to showcase the unique charm of each product in BCBI’s playful lineup.





We feed pop and fun! Social

Whether shot in the studio or digitally created- our art direction beautifully transformed the brand's social feed into a wonder world filled with colorful and fun images with the spice of Y2K and Harajuku culture. We also post interactive stories just like the brand's products, ensuring every content we post aligns with or expands the exciting world of BCBI.

Through our deep understanding of the target audience demographics, we successfully generated more than 7.10 million impressions and reached 4.90 million people on the brand's Instagram channel as of September 2024—and the numbers keep growing.

PR Video





The more, the merrier

We selected the most beloved KOL among our targeted audience, Shinako-chan (TT: 1.8M+ followers) to be our frequent collaborator. Together, we have created YouTube shorts and IG reels to raise brand awareness and teamed up on the brand's giveaway campaign.

We have also collaborated with several other top-tier KOLs, including Mizutamari Bond (YouTube: 4M+ followers) and Alternachannel (YouTube: 2.7M+ followers), achieving over 2.6 million views for our tie-up video.

Influencer Tie-up Videos



Product Demo Videos



おかしな英語 美術館

duolingo

Museum of Wonky English

duolingo



ultra
super
new



Duo's Sumo Showdown Activation/Social

We don't just launch campaigns, we make them land with a big thump (pun intended). That thump came in the form of a never-before-seen spectacle: Duo, Duolingo's beloved owl, stepping into the sumo ring to take on Japan's most iconic mascots, including Sonic, Pac-Man, and Donpen, the famous penguin of Don Quijote.

By uniting Japan's passion for mascots with its national sport, we built anticipation through a month-long stream of social-first content that led to a live showdown in Tokyo, broadcast across TikTok, Instagram, and X.

The campaign delivered millions of impressions and created a viral cultural moment that proved that even in Japan's fiercely competitive mascot scene, Duo can throw his weight around.

Generated over 90m total impressions



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super
new



This is Japan

A green flag with a tassel hangs in the foreground. In the background, a bright light source is visible, creating a lens flare effect. The word "duolingo" is written in white lowercase letters across the center of the image.

duolingo

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super
new



実家にて“あるもの”を
見つけたデュオ



NEWS
デュオ
相模大会

Q: 本日の意気込みをお願いします!

デュオ

ま、余裕かな

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super
new

duolingo

Duomart Activation

When learning a language, convenience is everything. And no app does that better than Duolingo. Anytime, anywhere. No excuses. So rather than talking about convenience, we turned it into an experience.

We created DUOMART, a limited time convenience store pop up in Shibuya, Tokyo.

Inspired by Japan's konbini culture, DUOMART brought Duolingo's product truth into the real world. Inside the store, we sold limited time items using familiar convenience store formats, keeping the experience quick, casual, and intuitive, just like doing a lesson on Duolingo. DUOMART showed that language learning on Duolingo is as easy and accessible as stepping into a convenience store, anytime, anywhere.





duolingo

Museum of Wonky English Activation/Social

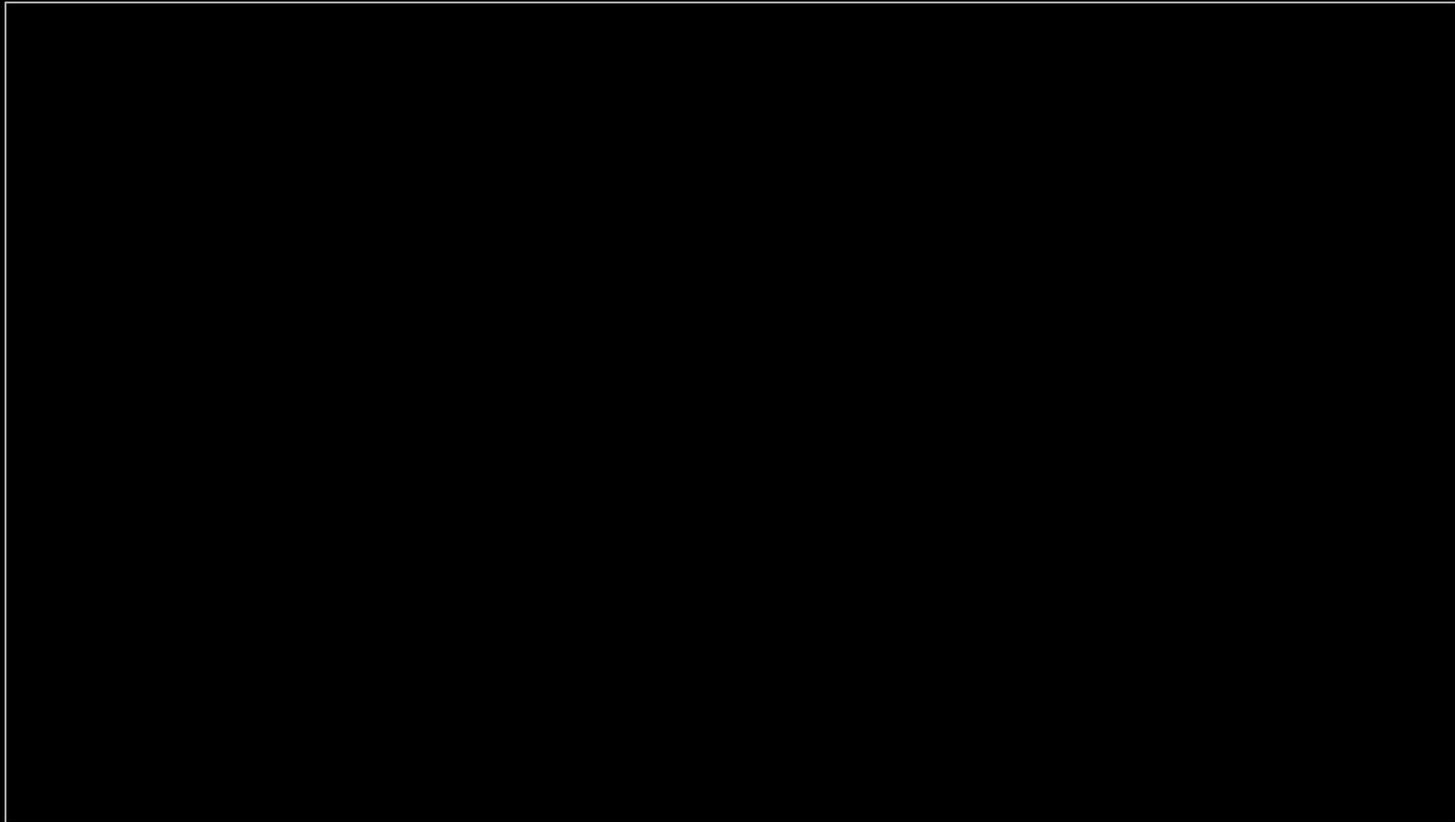
In our first campaign for Duolingo, the world's #1 language app, we decided to give language-learning mistakes a reputation makeover. Instead of feeling self-conscious about Japan's unorthodox usage of English in public signs, menus, and advertising, we saw beyond the obvious and found profound, poetic beauty.

Thus the Museum of Wonky English was born: the first institution in the Japan to shed light on the art of mistranslation. What started as a local brand activation made worldwide headlines and gave people another reason to visit Tokyo. How did we do it? With precision and elegance.

AdAge Editor's Pick

Generated \$88 million in Earned Media





duolingo

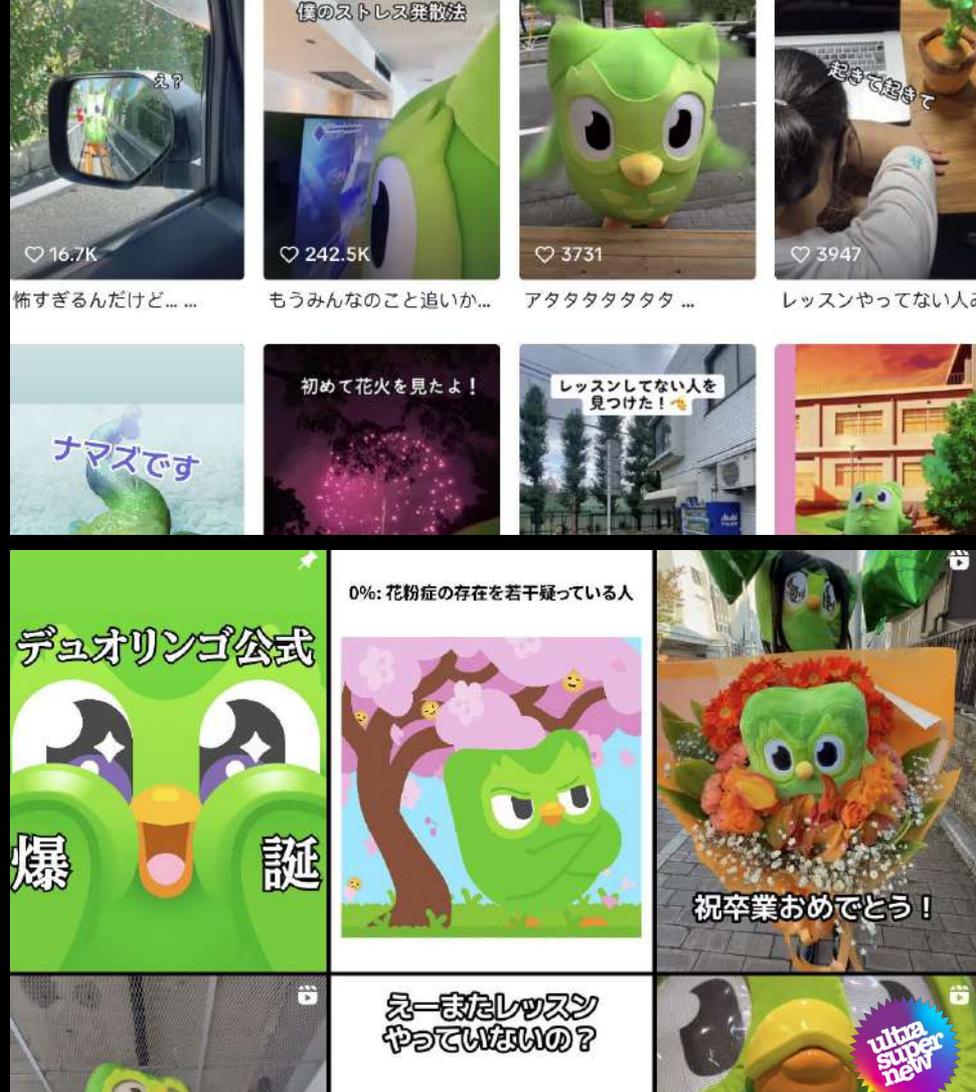
TikTok & Instagram channels launch and management

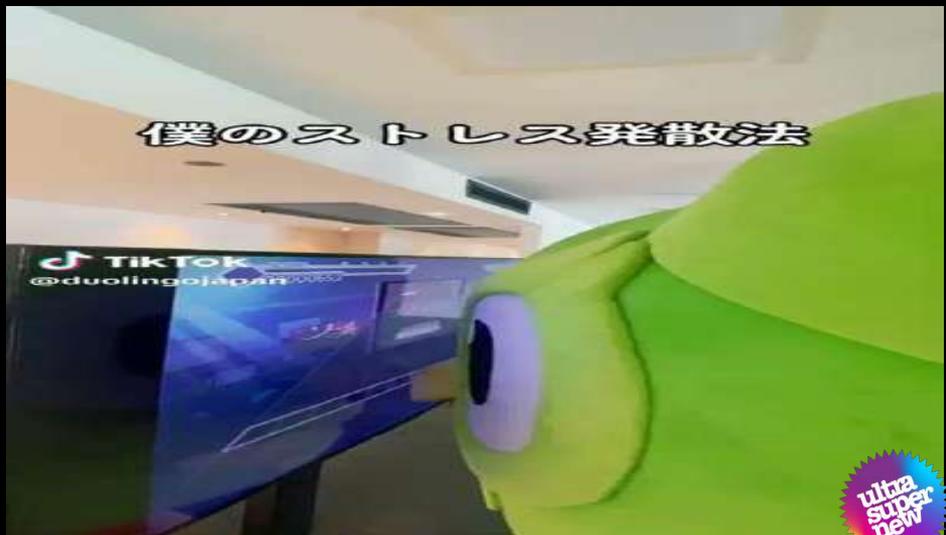
Launching and managing Duolingo's Japanese [TikTok](#) and [Instagram](#) accounts has felt more like a science class than advertising: full of experimenting, trial and error, testing hypotheses, arriving at conclusions, and even burning our fingers with Bunsen burners... This is not only because the bar was set extremely high by what the brand has achieved on their US account, but also because what works elsewhere might not necessarily do the trick in Japan.

Suffice it to say that, in our search for the right tone, we've tried everything from sulking because Sonic didn't invite us to his birthday party, to playing Project Sekai with Duo's beak, and turning his wings into gigantic gyozas. So, knowing that only four months in we are one of the top accounts in the country feels doubly great.

Dozens viral videos to date (>1M views)

Top engagement rate of any TikTok business account in Japan (July 2023)





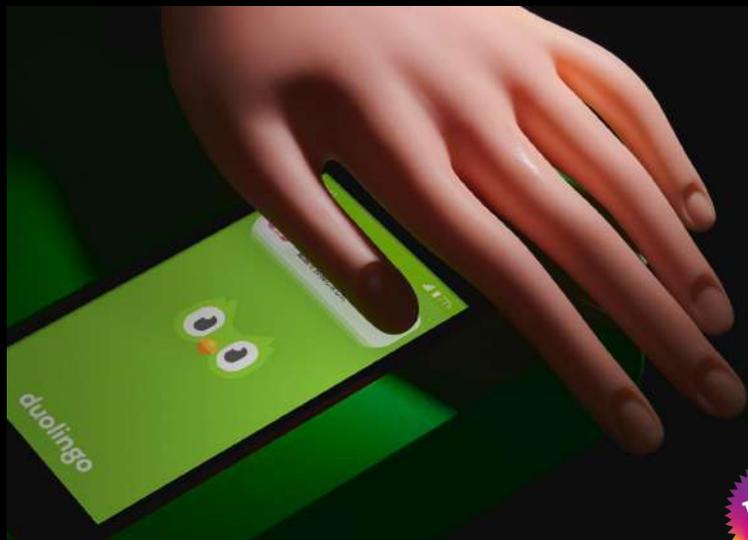
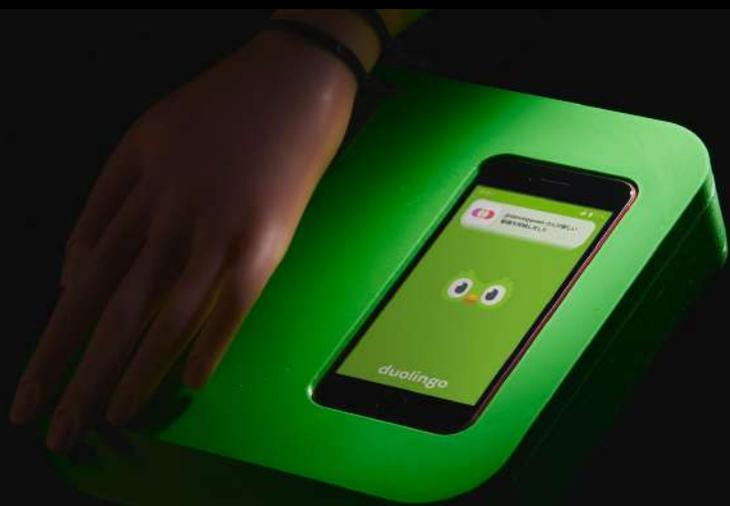
duolingo

The Concentrator 2000 Social campaign

Who among us hasn't tumbled down the slippery slope of mindless scrolling on social media? Exactly. That's why Duolingo sought an idea to address this issue and encourage its users to use their screen time more mindfully, without resorting to the usual preachy "back in my day, people worked harder" type of messaging. So, we approached the only Japanese inventor who could assist us: Marina Fujiwara. Fujiwara-san, listed in Forbes Japan 30 Under 30 in 2022, is famous for her zany, useless inventions, and together, we devised *The Concentrator 2000*, a nifty device that hides pesky notifications as soon as they appear on your screen while you're busy with your Duolingo lesson. Problem solved! (?)

| *300k impressions*





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super
new

#無駄づくり



#Duolingo



duolingo

Krispy Fried Duo Activation/Social

Duolingo knows consistency is key when learning a language. But keeping a streak during the holiday season, with dinners, parties, and dates becomes almost an insurmountable task, even for the most disciplined. In our time of need, we decided to turn to Duo, Duolingo's owl mascot, who's known to go to insane extremes to get people to do their lessons. We asked of him to commit the ultimate sacrifice: be chopped into pieces, deep-fried, and given away in buckets to anyone who did their lesson on Christmas Eve. Why? Because in Japan, a KFC bucket is the go-to Christmas meal, (and because we are a bit macabre). People came in droves to Shibuya Hikarie (where we held the event) and we were out of buckets in just a few minutes.

Everyone we asked agrees: Duo tastes like chicken.

7 million impressions

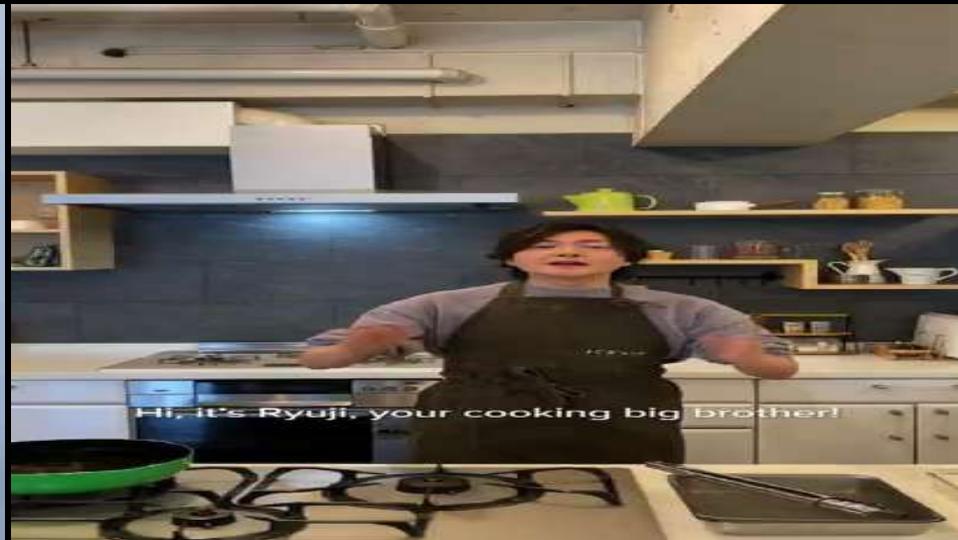
Featured in Contagious Magazine



ultra
super
new



Christmas fried chicken: **SOLD OUT**



Hi, it's Ryuji, your cooking big brother!





Spotify®

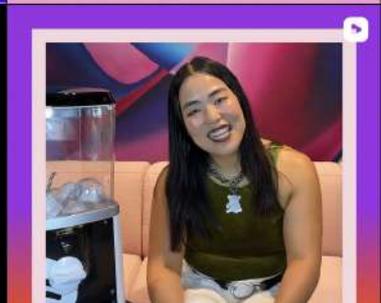
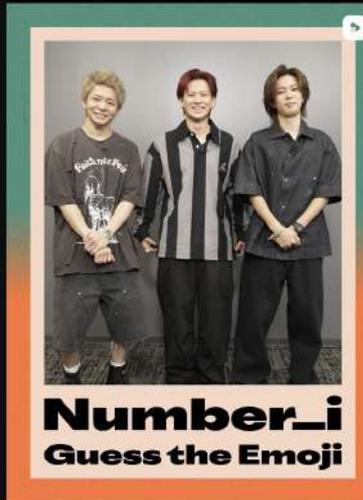


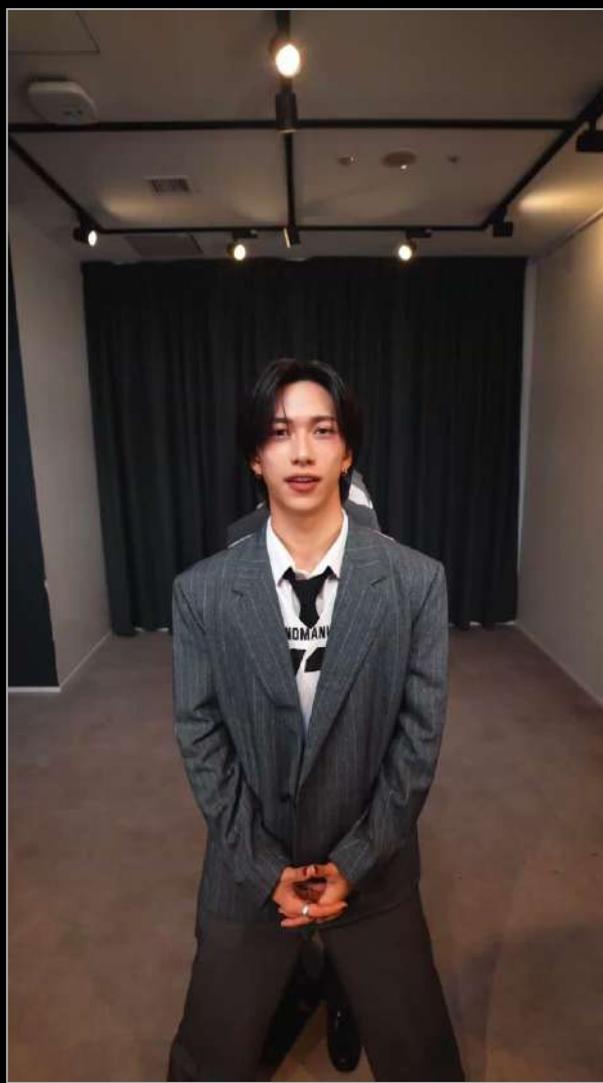


Instagram channel management

We hit play in 2025, taking over Spotify Japan's Instagram and tuning the look, flow, and overall vibe of the channel. From campaigns and global stars to whatever was next on the playlist, we made sure every post felt fresh, current, and culturally on point.

We also led the channel's content strategy. With a constant pulse on trends, fandoms, and cultural moments, we turned what communities were listening to and talking about into content that felt native to the platform. Some of our edits didn't stop at the feed. They made it on stage, lighting up screens in front of live audiences at Spotify events.





乾燥時間の目安は「50分〜60分」です。(乾燥量や素材によって異なります)
Estimated drying time is from 50 to 60 minutes.
(Please note that time varies according to conditions such as the amount of clothes or the kind of fabric.)

乾燥機の使用は「20分〜40分」です。(乾燥量や素材によって異なります)
Estimated drying time is from 20 to 40 for all machines.
(Please note that time varies according to conditions such as the amount of clothes or the kind of fabric.)



Uber Eats



Uber Eats

*Tonight, I'll be Eating Campaign Launch**

When you pair up two celebrities with little in common except a growling appetite, you get some pretty off-the-wall comedy. And a roaring success. Our launch campaigns for Uber Eats Japan feature the likes of Tetsuko Kuroyanagi, Kei Nishikori, Nana Komatsu and Hiroshi Abe. Megastar duos declared their cravings across TV spots, bite-sized social media clips and humongous billboards at Shibuya Crossing. Not long after the launch, Uber Eats became Japan's no. 1 food delivery service. Yum.

*Ranked #1 most effective ad campaign
of 2020 by Nikkei Marketing Journal*

*in collaboration with Special Group Australia





Tonight, I'll be eating a blue cheeseburger
with jalapeno topping.



Tandori chicken masala



今夜、私が頂くのは、
まだ食べてない人おるん？
な料理です。

Uber Eats



今夜、私が頂くのは、
自分流で味わいたい
料理です。

Uber Eats



今夜、私が頂くのは、
主演級のオーラを放つ
料理です。

Uber Eats



今夜、私が頂くのは、
エース級の料理です。

Uber Eats



今夜、私が頂くのは、
歯茎も震える料理です。

Uber Eats



今夜、私が頂くのは、
ひとりじめしたく
なっちゃうスイーツです。

Uber Eats



今夜、私が頂くのは、
がっつき向きたい
料理です。

Uber Eats



今夜、私が頂くのは、
チームワークが試される
料理です。

Uber Eats



今夜、私が頂くのは、
本日のゲストと楽しみたい
料理です。

Uber Eats





TM

SKYN®

ultra
super
new



The biggest challenge for SKYN was overcoming prejudice against condoms. As a conservative country, the image of condoms is still negative. Because of that, media buying and getting exposure has been difficult. We decided to take a long-term and short term plan to tackle this challenge.

The long-term plan was to take a different approach from the competitors and be recognized as, not only a company that makes quality condoms, but an attractive brand. The short-term plan was to find an idea, media outlets will be comfortable airing, and something that makes people want to talk about.

In all of our new campaigns we decided to connect these elements together showing the strength two people have between each other.



SKYNのやわらかさ: 467kPa







I am heading to Kiyosumi-shirakawa.



出会ったときの
やわらかさ



SKYN[®]

肌のようなやわらかさが、
ふたりを近づける。



SKYNBUN website

Creating content? Check!

Design? Check!

Developing the "SKYNBUN" website? Check! Check! and Check!

What is "SKYNBUN" you ask? It's a newspaper delivered by SKYN, "the" new soft tactile iR material condom sold in more than 30 countries around the world and holding #1 in market share globally. With a focus: "To a softer relationship", SKYNBUN aims deliver articles with a bit of sex and humor to all the Japanese lovers out there.

<https://skynbun.jp/>





Valentine Campaign Sampling /Online

We executed SKYN's Sampling Campaign online, reaching the initial cap of 3,000 samples within 24 hours. Due to the overwhelming response, an additional 1,000 samples were released and fully claimed the following day. Even after the sampling had ended, the campaign continued to generate significant engagement through numerous quote posts and highly positive feedback on the video creative. It was featured in over 90 media outlets, marking it as a major success.

4,000 total applications

Featured in 90+ media outlets



SKYNのやわらかさ: 467kPa

ultra
super
new

A cinematic still from the anime Ghost in the Shell. The character Motoko Kusanagi is shown in profile, looking out over a dense, futuristic cityscape at night. The scene is bathed in a cool, teal-green light, with various skyscrapers and structures illuminated by city lights. The overall mood is contemplative and atmospheric.

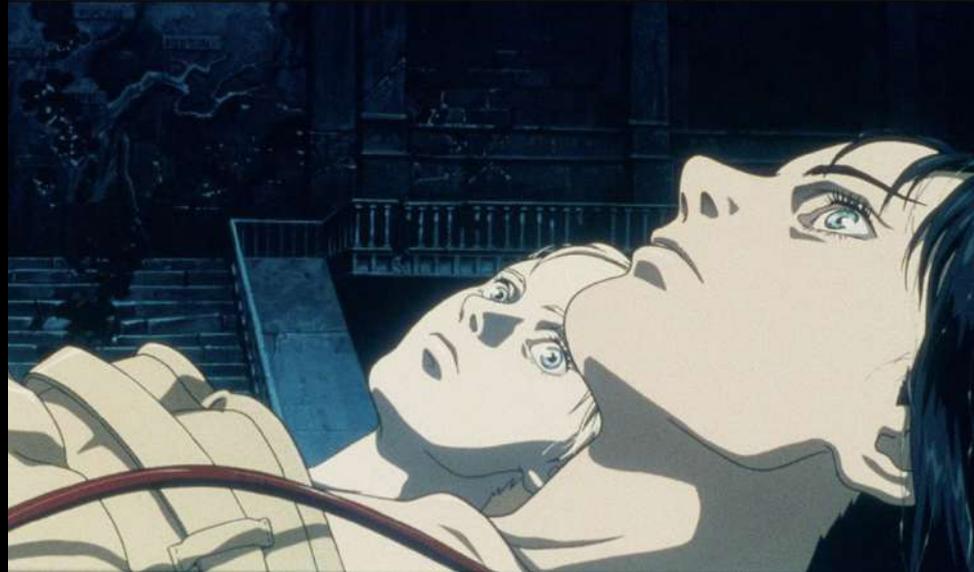
GHOST IN THE SHELL

ultra
super
new

GHOST IN THE SHELL

Few Japanese IPs are as iconic as Ghost in the Shell. The legendary cyberpunk manga and anime, created by Shirow Masamune and Mamoru Oshii, became a global sensation and played a pivotal role in making anime a beloved genre.

Therefore, being the agency responsible for launching and handling the franchise's first global official [Instagram](#) and [Twitter](#) accounts is not only exciting but also a tremendous responsibility. Millions of dedicated fans worldwide expect nothing but the best from a franchise known for its profound themes and captivating world-building. In other words, the bar is set sky-high. Fortunately, there are plenty of GITS enthusiasts in the agency eager to create visuals, strategy, and words in both English and Japanese to uphold the legacy.





Red Bull®

ultra
super
new



Orange Edition Launch Campaign

USN was in charge of the launch campaign for “The Orange Edition,” a new product from the “Red Bull Editions” limited series line.

We developed and created key visuals, copy, events, influencer and special kits around the concept, “Wiiings that shine with happiness,” which we also proposed. Four events were held simultaneously in Sapporo, Shibuya, Umeda, and Hakata, with the main event in Osaka featuring a live performance by popular illustrator Chalk Boy. We also were in charge of the follow & retweet campaign, and the creation and production of an original coaster game to be promoted and sold separately on Amazon.

Red Bull's most successful follow & retweet campaign







Red Bull Winter Athlete Campaign

During the Winter Olympics, we collaborated on a campaign featuring Red Bull's winter athletes. We crafted campaign concepts, produced key visuals and ad copy, and devised and executed campaign strategies. Additionally, we were in charge of designing prize kits and special helmets.



レッドブル・アスリートの
更なる飛躍に
翼をさずけよう!

大塚 将 / 紀平 梨花 / 南条 夢穂 / 小林 健倫 / 高塚 麗

ツルハグループ限定

レッドブルを購入して
限定セットを当てよう!

レッドブル・アスリートの
更なる飛躍に
翼をさずけよう!

大塚 将 / 紀平 梨花 / 南条 夢穂 / 小林 健倫 / 高塚 麗

レッドブル・アスリートへ
「翼をさずける人」募集

今すぐ
Twitterから
応募しよう。

RED BULL 翼をさすける。

ツルハグループ限定

レッドブルを購入して
限定セットを手に入れよう!

レッドブル・スペクト
アイウェア

レッドブル・アスリート
限定動画QR付き
サイン入りのポストカード

3缶 購入で応募 抽選で 合計 70名様

キャンペーン期間 (レシート有効期間)

2022.3.1(火)~3.31(木)

応募受付期間: 2022.3.1(火)~4.6(木) [応募要項](#)

詳しくは店内のキャンペーンPOPを
ご確認ください。





Ruby Edition Launch Campaign

USN was in charge of the launch campaign for "The Ruby Edition," a new product from the "Red Bull Editions" limited series line.

The Ruby Edition's goal is to give positive energy to those starting a new chapter in their lives under the concept, "Wiiings that bring out the inner sparkle." Based on this concept, USN created the copy, key visuals, original kits, and sparkle certificates, all catered to the Japanese market. Also, we planned and executed a special PR event that tied in with the concept, in which Japan's No. 1 YouTube star and Red Bull athletes played our original game, "Sparkle Grading," where the same game was also used for product samplings.

ルビー色のレッドブル、新登場。

多彩に映る、煌めきの翼。





Red Bull All for One Media kit

Production of a media kit announcing the Red Bull documentary series All for One, focussing on the brand's involvement in the SUPER GT series. While it is an online video series, some physical aspect were brought to live by using a paper with a texture similar to asphalt and movie/race tickets, adding a playful touch by bringing the experience of going out to see the movies or a race to the viewers home.





水色のレッドブル、新登場。

ココロ波打つ、自由の翼。



Blue Edition Launch Campaign

USN was in charge of the launch campaign for “The Blue Edition,” a new product from the “Red Bull Editions” limited series line.

We developed new ideas and concepts for the new limited product. Tailored to the Japanese market, we crafted key visuals, copies, and designed unique prizes and sampling gadgets for the overall campaign.



ココロ波打つ、 ライチ味。

水色のレッドブル、新登場！



Red Bull

ココロ、カラダみなぎる。



START!



さらに、あの夏フェスに
VIPご招待





F1 can Campaign

Every year, Red Bull releases limited run cans to celebrate F1 coming to Japan. As an extra layer for the influencer kit, the package took inspiration of the F1 car itself, carrying the cans internally. Whether you are an athlete or a F1 car, Red Bull has the energy to power you to victory!

So impressed with the quality of the product, it was decided to use the packaging as part of the SNS campaign, and the kits popped up several times at auctions after the event.







Red Bull®

Red Edition Launch Campaign

USN was in charge of the launch campaign for “The Red Edition,” a new product from the “Red Bull Editions” limited series line.

For our new limited-edition product, we dreamt up bold concepts and designs, tailoring key visuals and slogans to resonate with the Japanese market. Teaming up with the acclaimed Japanese artist, King Gnu, we rolled out a distinctive mobile game as part of our SNS campaign. On top of that, we put together enticing prizes and curated influencer kits.

The game attracted tens of thousands of players, notably including an artist from King Gnu, who unexpectedly clinched a prize. This unique event generated significant buzz on social media.

イチゴ味のレッドブル、新登場!

鳴り響く、鼓動の翼。



GROOVY RHYTHM GAME



START!

🔊 サウンドをオンにしてお楽しみください

イチゴ味のレッドブル、 新登場!

鳴り響く、鼓動の翼。



Red Bull

ココロ、カラダみなぎる。





Purple Edition Launch Campaign

USN was in charge of the launch campaign for “The Purple Edition,” a new product from the “Red Bull Editions” Regular series line in Japan.

We crafted innovative ideas and concepts for the new limited product, developing standout visuals and catchphrases tailored for the Japanese market. Additionally, we designed a specialized influencer kit.

レッドブルから新定番、
巨峰味の翼!

甘酸っぱさ弾けるエナジー。



Red Bull

ココロ、カラダみなぎる。



※レッドブル・エディションシリーズ史上累積出荷容量No.1(2014年1月～2022年10月レッドブル・ジャパンの出荷実績容量ベースに基づく)





Summer Edition Launch Campaign

USN was in charge of the launch campaign for “The Summer Edition,” a new product from the “Red Bull Editions” limited series line.

We conceptualized bold ideas for the new limited product and honed in on key visuals and catchphrases, specifically for the Japanese audience. Alongside, we also crafted a dedicated influencer kit.

マンゴーパイン味、
夏限定のレッドブル!

まぶしい夏へ駆け出せ。



ココロ、カラダ、みなぎる。

マンゴーパイン味、夏限定のレッドブル!

まぶしい夏へ駆け出せ。



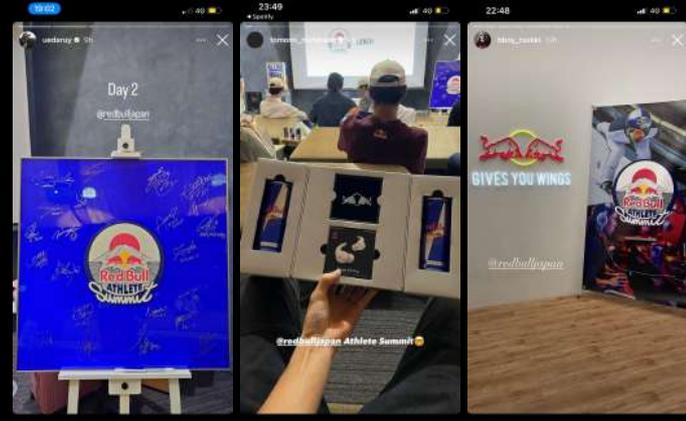


Red Bull Athlete Summit Venue & Kit design

Celebrating the Japanese athletes sponsored by Red Bull, and to welcome the newcomers to the program, USN was requested to design the venue and kit for the 2023 Red Bull Athlete Summit. Although the event is held internally and the kit foremost serves a personal use, there is still a focus on the shareability due to attendees being public figures.

Regardless of the internal event, many athletes broadcast on social media. Improve brand awareness.







マスカット味のレッドブル、
新登場!

華やかに広がる、芳醇な味わい。



マスカット味のレッドブル、
新登場!

華やかに広がる、芳醇な味わい。



Red Bull
ココロ、カラダ、みなぎる。

Winter Edition Launch Campaign

USN was in charge of the launch campaign for “The Winter Edition,” a new product from the “Red Bull Editions” limited series line.

We've shaped innovative ideas for the new limited product, created tailored visuals and copies for the Japanese market, and designed a bespoke influencer kit.





Red Bull Race Day Media kit

Red Bull Race Day, the biggest motoring event held by Red Bull in 2021 under the concept “GO-ON Tokyo” or “Roaring Tokyo,” featured machines like Super GT, Super Formula, and MotoGP that roared throughout the city of Tokyo.

For this event, USN was in charge of coming up the idea, design, and production of the DM, and yet again, we decided to go with something “out-of-the-envelope.” Based on the concept “GO-ON Tokyo,” we designed the visuals of the DM so that the onomatopoeia of the roaring sound, “Go-oooh,” literally ripped through and popped out of the envelope.

We designed the card, wanting people to wonder, “What the heck is this?” before even opening the envelope, which we then sent out to the media people.





ultra
super
new



Leftover Series Campaign

With the global pandemic last year, and the 'new-normal' of work-from-home and various other online activities carrying on, we wanted to inspire all types of cooks (non-cooks, semi-cooks & home cooks) with our various simple & easy recipes that you can make with leftover ingredients you always have around the house.

We conducted a survey to get true insights from our audience about the types of leftovers they had lying around at home –and turned those into headlines and recipes.

We gave our local Japanese audience easy solutions to any and every kitchen situation, by showing how anyone can make good use of what they have, and Spice Up Your Leftovers with TABASCO.



皮を剥く

レンジでちよい辛

ジャガイモオムレツ

1

深み大の
耐熱容器

ジャガイモ 1個
(薄切り)

玉ねぎ 1/4個
(薄切り)

ベーコン 2枚
(細切り)

冷蔵庫の残り食材
適量
お水はラップ
600w 3分



4 仕上げにオリーブ
オイルを少し
7分ほど加熱し

TABASCO
15分-20分ほど

3 レンジ1分
2の卵液

ヒゲが用チーズ40gほど
600w 9分

2 別容器で卵液を作る

卵 2個

牛乳 80ml

マヨネーズ 大さじ1

塩こしょう 少々

TABASCO 15分-20分ほど

レンジで

スパイシートマトパスタ

1.2

深み大の
耐熱容器

半分に切った
パスタ 100g

玉ねぎ 1/4個
(薄切り)

ほうろ草 1/2束 (30g)
(5cm程度)

ベーコン 2枚
(細切り)

カットトマト 200g

水 180ml

石臼唐辛子 小じつ

オリーブオイル 小じつ

にんにくチップ 小じつ



3

ラップなし
600w 菜のみ煮る時間

4 全体をほぐし混ぜて
さらし 600w 4分

5 全体をほぐし混ぜて
お好みで

TABASCO 15分-20分ほど

小じつ 1/2

マヨネーズ 小じつ

塩こしょう 少々

TABASCO 15分-20分ほど

小じつ





Matsuri Campaign

Summer festivals form a significant season in Japanese culture, and occasion that many people look forward to during this time of the year. The matsuri is always a time for people to get together, from friends to family to couples.

Although matsuri is very much an outdoor experience, we still wanted to create content that embodied the essence of the familiar tradition and summer enjoyment.

In order to “own” the Matsuri moment, we collaborated with popular local restaurants that serve matsuri food and their in store + takeout menus. Matsuri gave us another opportunity to support local and allow people to experience simple and easy Matsuri food, with a TABASCO® twist.





Neofes Campaign

THE OBJECTIVE: We partnered with locations that have been loved over a long time by the Japanese but have recently been revamped (Neo- Kissatens and Neo- Izakaya) to reach the Japanese GenNow audience and communicate more than the traditional pairings of TABASCO at Kisstatens or Izakaya (Neapolitan etc) and broaden brand love.

THE SOLUTION: By creating events with popular and relevant restaurants in Tokyo that will resonate with TABASCO's target audience. By creating exclusive menus, we created accessibility to trying and experiencing TABASCO. In addition, organising an opening event with GenNOW KOL's has allowed us to connect online and offline and allow our digital audiences to experience beyond social content.

800K owned and paid reach

321K earned reach

7 KOL collaborations





Recipe Website Development

We have developed an original recipe that fits Tabasco Japan and have been introducing it on Instagram. We launched a new website to archive and introduce a lot of recipes.

Website is maintained by WordPress. On the website, you can see many recipes, history of Tabasco, product information, campaign information, and media postings.

<https://tabasco.co.jp/>

TABASCO

TABASCO®を知る

商品情報

レシピ

キャンペーン情報

メディア



TABASCO® BRUNCH CLUB X ク
ア・アイナ

ちよっぴりスパイシーなブラン
チを提供するキャンペーン
TABASCO® BRUNCH CLUBの一環と
して、ハワイアンテイストの
グルメバーガー&サンドウィ
ッチ、ストロベリークア・アイ



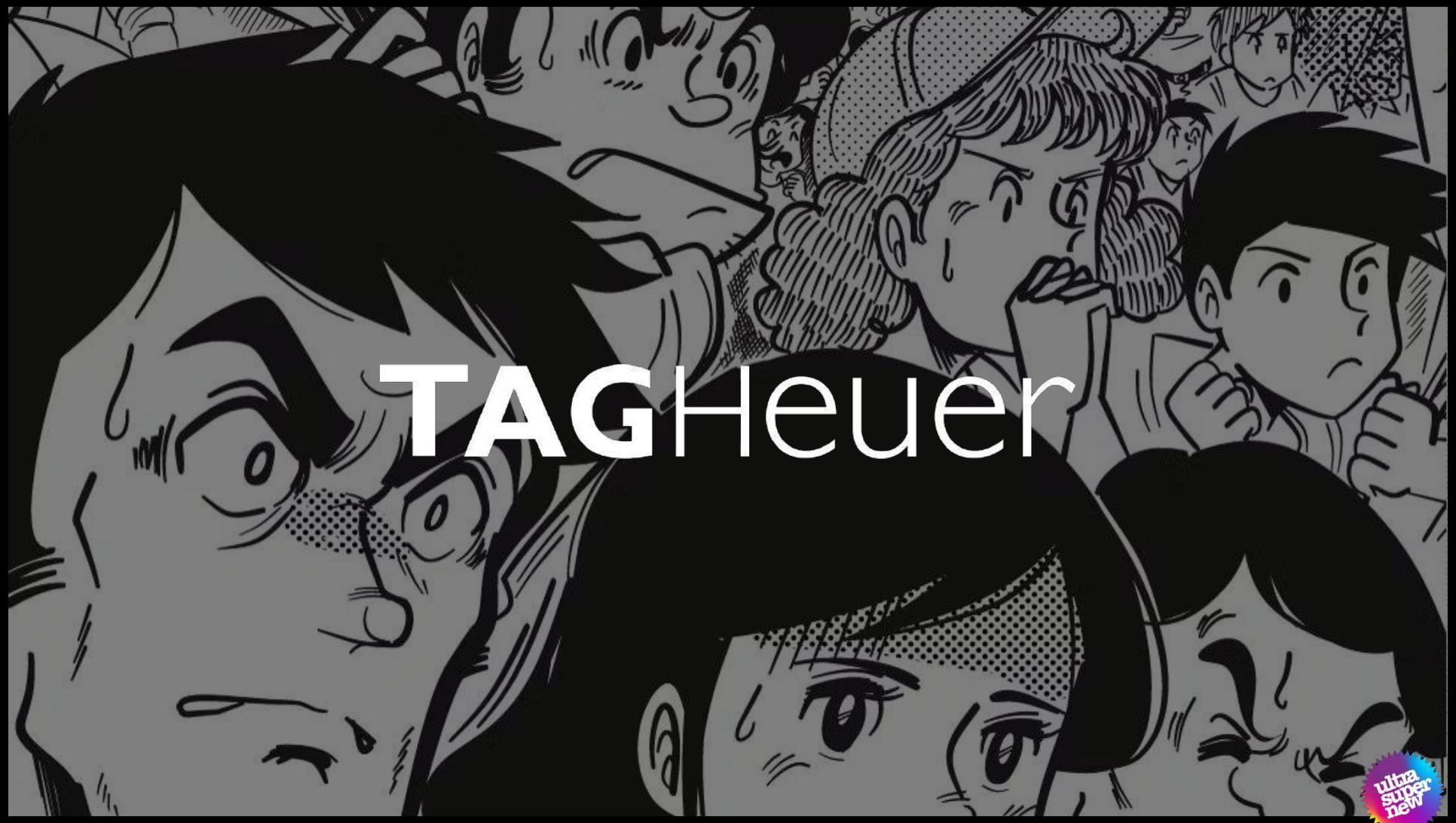
スパイシーはちみつピザ

甘じょっぱくて、スパイシ
ー！東京のピザ屋さんPIZZA
SLICEのシェフ Hiroki Sarumaruさ
んによるTABASCO®ソースxピザ
の新しいレシピ。



アボカドトーストカクテル

なんと話題のアボカドトース
トがカクテルに！ククリーミ
ーなアボカドに、トーストシ
ロップのまるやかな甘みと
TABASCO®ハラペーニョソースが
ピリッと爽やか。



TAGHeuer

ultra
super
new

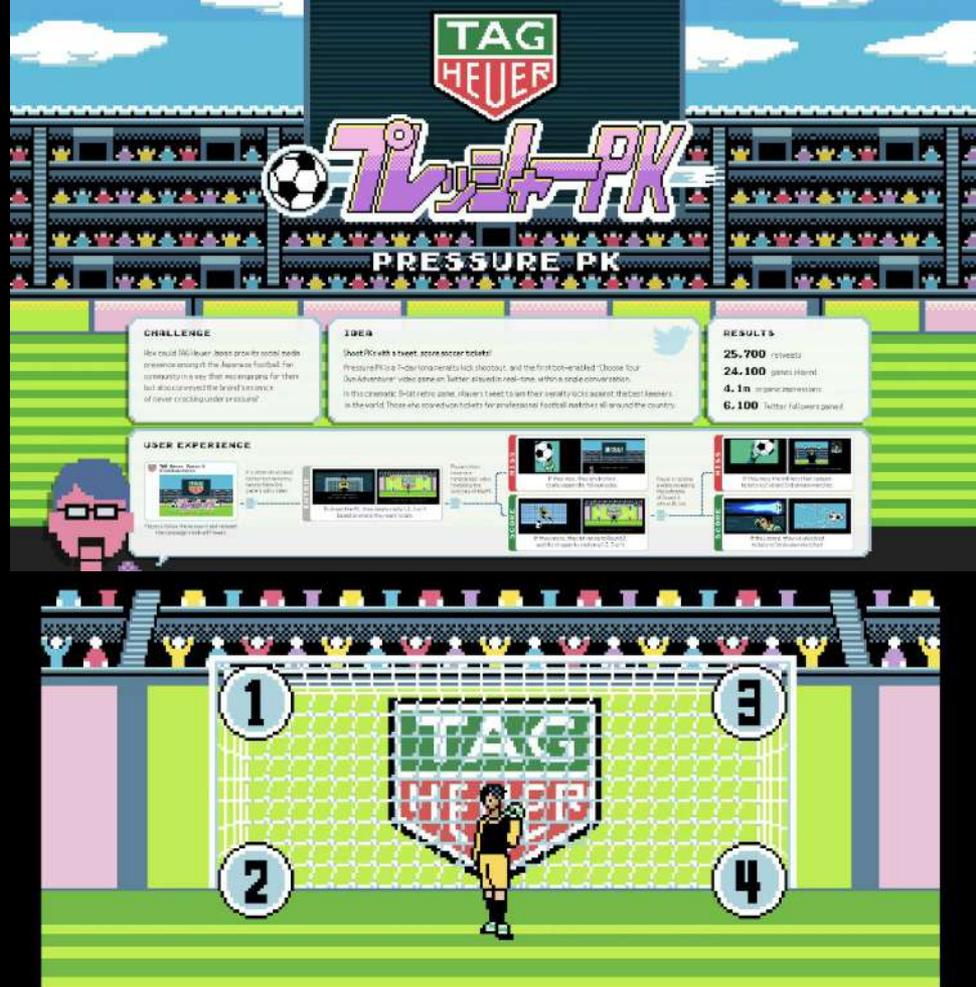
TAGHeuer

Pressure PK Campaign

As a Meiji Yasuda Seimei J-League top partner, TAG Heuer has hundreds of game tickets to give away each season. UltraSuperNew decided to gamify the give away process by creating the first ever bot-driven "Choose Your Own Adventure" Twitter game for TAG Heuer: TAG Heuer Pressure PK.

During 5 days, users were challenged to score penalty kicks to win tickets in this interactive Twitter game, simply by replying to @TAGHeuerJapan with a direction to shoot in.

Unlike typical lottery systems that make users wait for their results, or Twitter games that force users to jump from one account to another, The TAG Heuer Pressure PK game allowed users to find out whether they won instantaneously within a single Twitter conversation. The storyline is revealed through a series of throwback 8-bit animations by artist Kazuki Takakura, who put his own spin on the 80's look of classic soccer video games.



ハッシュタグと ほんごう で へんしんしてシュートだ





TAG Heuer Japan

TAG Heuer Japan



ハロウィンとクリスマスでハッピーパーティー。

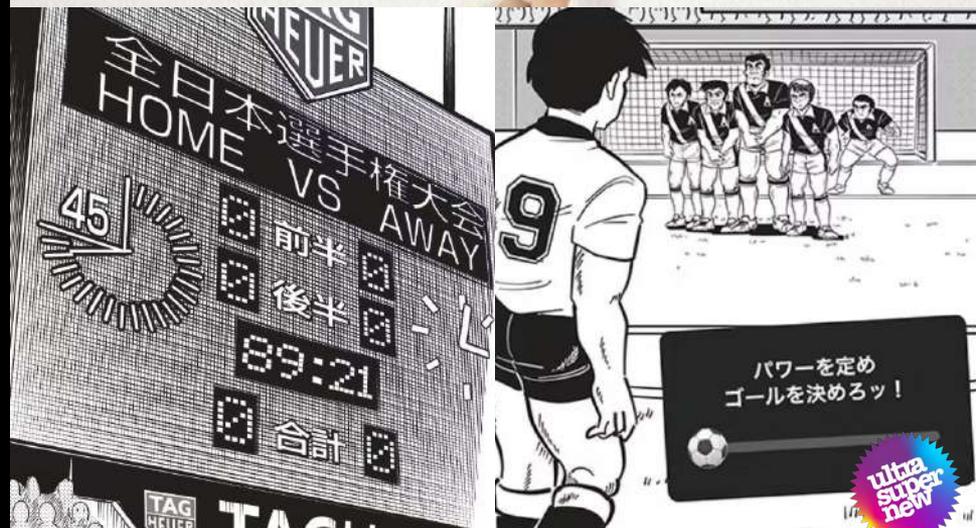
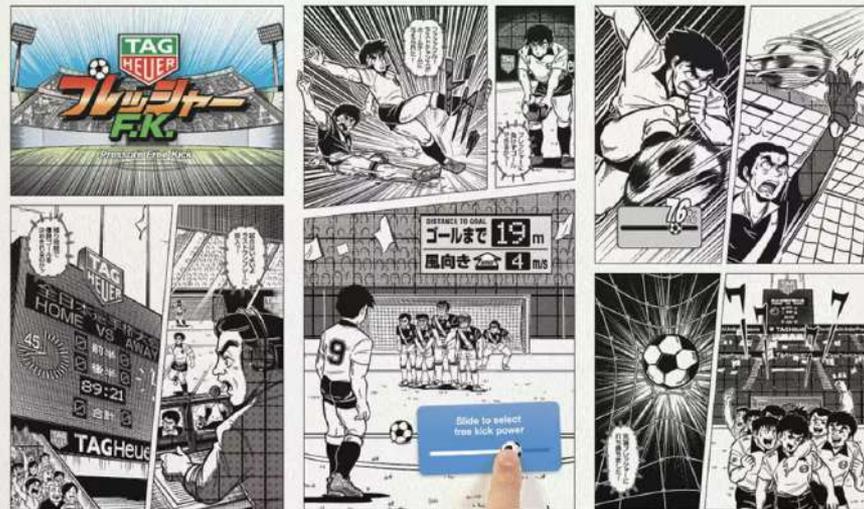
07 score...

TAGHeuer

Pressure FK Campaign

TAG Heuer Japan, an official partner of the Japanese Football League, wanted to increase its social media presence amongst Japanese soccer fans and had several professional match tickets to give away for this purpose. But how to do it in a way that was both appealing to this fastidious audience and conveyed TAG Heuer's essence of never cracking under pressure?

By looking at Instagram through the eyes of a true football fanatic, Pressure FK turned the once-trivial slider sticker into a free kick shoot power bar, very much like the ones you'd find in most soccer video game franchises, making Instagram Stories a game of skill and precision in the process. Judging by the amount of new followers and shots taken you can reach two conclusions: the game was as challenging as it was engaging.



TAGHeuer

Kagawa Connected Challenge Campaign

USN created a Twitter campaign called "Kagawa Connected Challenge", featuring Shinji Kagawa, the promotion ambassador for the TAG Heuer Connected Modular 45 that launched this year.

TAG Heuer Connected Modular 45 is a new watch that allows the wearer to create over 600 designs from the combination of straps and materials of your choice. For this campaign, we developed a game in which players had to guess which combination Shinji Kagawa chose for the Tag Heuer Connected Modular 45. The winner received two tickets to the final round of the AFC (Japan vs. Australia) in summer 2017. Through this campaign, we were able to spread news of this watch utilizing the interactive format of this game.



TAGHeuer
CONNECTED

MODULAR 45

香川コネクテッド
— チャレンジ —



STEP 1

消ひます

STEP 2

TOPへ



香川コネクテッド
— チャレンジ —

あなたが選んだコンビネーションもツイッターでシェアして応募完了。

ツイートする

香川選手からのヒントもあるかも？ 正解発表のある下記アカウントのフォロー

1 / 13

ブルーアルミニウムベゼル・チタニウム製ケース



ストラップ



ラグ

@TAGHeuerJapanを
フォロー

@S_Kagawa0307を
フォロー

ultra
super
new



PUMA®



ultra
super
new



#PUMAFootTapping Campaign

What if movement could create music? USN Singapore finds out in the #PUMAFootTapping campaign, which aims to connect the world of EDM to the restyled PUMA Mirage Tech sneakers. The campaign features a live performance video with dance moves from @toshrock, music from @inquisitive, @kildofficial and @yusefkifah and real-time tech from mad geniuses @mischiefmakers.sg. Users then have the chance to create their own music using our #PUMAFootTapping Instagram filter, created in collaboration with @gowaaaofficial.





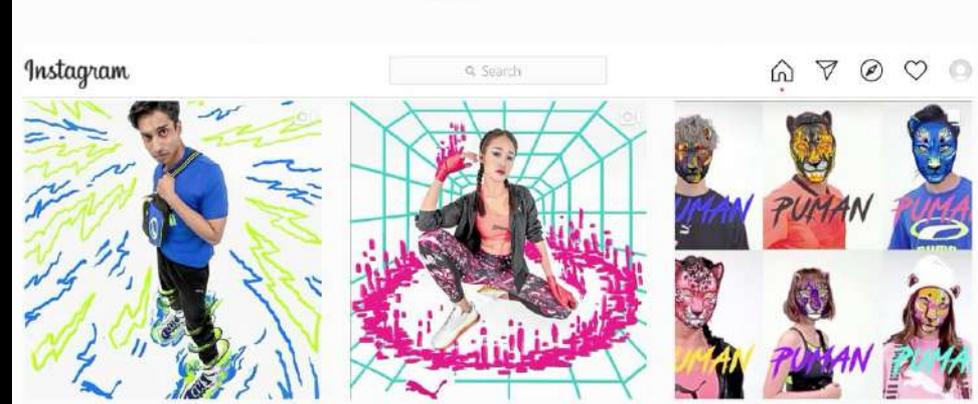
ultra
super
new



#PUMANSOFSG Campaign

True story: The world's first branded Instagram Augmented Reality filter that rewards its user was born out of a very silly joke. To drive footfall to 10 PUMA retail stores across Singapore, we created the #PUMANSOFSG campaign, featuring a diverse group of 6 influencers, including actors, comedians, a fitness instructor, dancer and former national footballer, each with their own unique following. And helped them transform into #PUMANSOFSG through their very own customized AR face filters on Instagram.

The campaign called on consumers to do the same - go from "HUMAN" to "PUMAN" - and get rewarded with discounts on PUMA's latest drops. This made every single AR Story not just a discount coupon, but a virtual billboard for PUMA, creating a chain of organic content, and driving customers to stores.





TAG PUMA SINGAPORE



#RUNTHESTREETS Campaign

PUMA's international "Run The Streets" campaign featuring The Weeknd celebrates the hustlers, the ones who follow their passion while remaining true to their roots. USN was tasked by PUMA Singapore to recreate this campaign, and contextualise it for the local market. We curated a group of six individuals – an urban-foraging bartender, a crochet artist, a hawker chef, among others – to be the faces of the campaign. They were then showcased in a music video written and performed by popular Singaporean rapper ShiGGa Shay, highlighting the dedication to their craft and their drive to succeed. Profile videos for the "hustlers" were also released to accompany the music video.





MARTELL

COGNAC



MARTELL

COGNAC

FONDÉE



EN 1715

ultra
super
new



Martell Curious Sessions Campaign

To spark conversation around Martell NCF's tagline 'Be Curious', we created a branded video series in collaboration with local alternative media outfit, RICE Media, and dared Singaporeans to step out of their comfort zones. "Curious Sessions" brought together two parties from vastly different backgrounds as they dove head-first into curious, lesser-known subcultures. It also takes immense pride in featuring Singapore's first branded queer content. Cheers to progress.





gets to be who she really is. I guess.



Audy Bleu Campaign

In 2019, we launched Singapore's first branded virtual influencer, Audy Bleu. With a personality as bright as her electric blue hair, Audy helped Martell fulfill a specific need - to bring the brand into the social media conversations in an audacious way. She has partied with the who's who of the party scene at Martell events, concocted exclusive Martell cocktail recipes, and even collaborated with her PUMA virtual counterpart, Maya. Considering the amount of shares, comments, and questionable DMs she's received, we'd like to think Audy turned out to be a virtual success.





Martell Homemade Campaign

The year is 2020, and Singapore is staying home for good reason. Since bar-hopping was out of the picture, how could we still get people thinking and drinking Martell? The solution: #MartellHomemade, a digital initiative that saw us bringing entertainment and cocktail recipes right to people's homes. Working together with DJs and Martell's brand ambassadors, #MartellHomemade saw weekly programmes filled with branded Facebook Live DJ sets, and videos of unique cocktail recipes viewers could make at home. Fun fact: The cocktails were so popular, they've found their way to bars and clubs as mainstay menu items.





Heineken[®]

CITY EDITION
TOKYO
Heineken[®]

33CL - LAGER BEER

ultra
super
new

Heineken®

Lead Agency for Heineken Japan 2012 - 2017

UltraSuperNew had the privilege to be the Agency of Record for Heineken Japan from 2012 to 2017 and was responsible for all 360° communication.

We have selected the following activations:

1. Heineken Star Lounge: by activating the bottle we changed the perception of Heineken in Japan by turning the brand into a premium brand.
2. City bottle launch and multiple activations & events.
3. Organized a series of so-called: Heineken Green Room and Star Room sessions around EDM music at various on-premise partners.
4. Shape your city: a month long pop-up around music and (street) art.





Heineken City Bottle Launch



Heineken Green Room sessions



Heineken Star Room sessions



Heineken Shape Your City Campaign



A woman with long blonde hair, wearing a black uniform and holding a coffee cup, is walking on a gravel lot. To her right is a long line of white FUSO trucks, with the closest one in sharp focus and the others blurred. The scene is set outdoors under a clear blue sky.

 **FUSO**

ultra
super
new

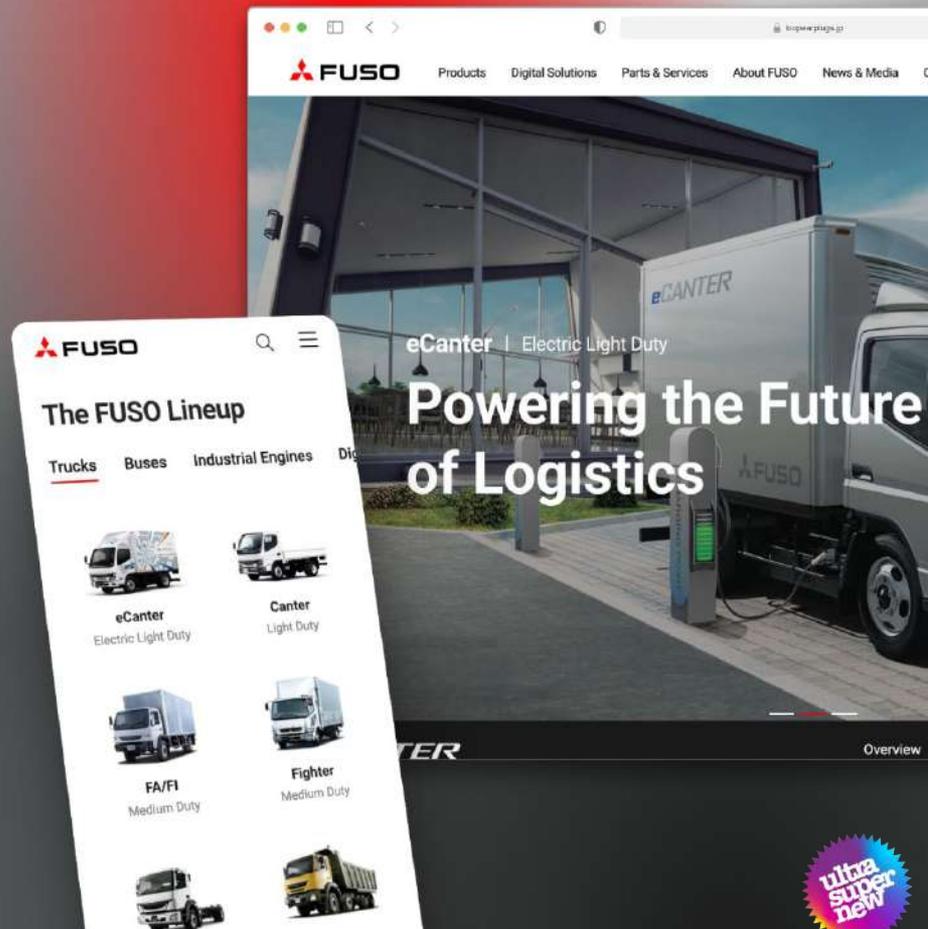


Mitsubishi FUSO Website

Mitsubishi Fuso Truck and Bus Corporation (MFTBC), headquartered in Kawasaki, Japan, is a global manufacturer of trucks, buses, and engines, serving over 170 markets worldwide.

We undertook a comprehensive revamp of their corporate website, which is now available in both English and Japanese. The new site covers key sections including Products, Services, About FUSO, News, and Careers. Built with a robust Content Management System (CMS), the platform includes flexible templates designed for easy adaptation by local markets. We also provided training to the Fuso team, empowering them to efficiently manage and update the site.

<https://www.mitsubishi-fuso.com>





Take everything you know about trucks and buses. Now, throw it all away because Mitsubishi FUSO is a Japanese truck and bus manufacturer that carries tradition into the future. From their completely gender-neutral business approach to the eCanter, the world's first emission-free truck, FUSO is always driving the industry forward.

And we're riding shotgun with them: Creating their latest website and managing FUSO's entire global social accounts and online platforms with a bilingual and progressive approach, since 2019. From concept ideation to content production, we renewed the brand's tone of voice. As a result, we were able to double the number of followers for Mitsubishi FUSO (@fusoofficialinstagram) in just six months. It has been a load of work, unloaded successfully.



The image shows a modern building with a large glass window reflecting the sky and clouds. Below the window is a wall with vertical corrugated metal panels. Three people are walking across a crosswalk in the foreground. The Spiber logo, consisting of two white diamonds pointing towards each other, and the word "Spiber" in a white sans-serif font are overlaid on the building's facade.

Spiber

ultra
super
new



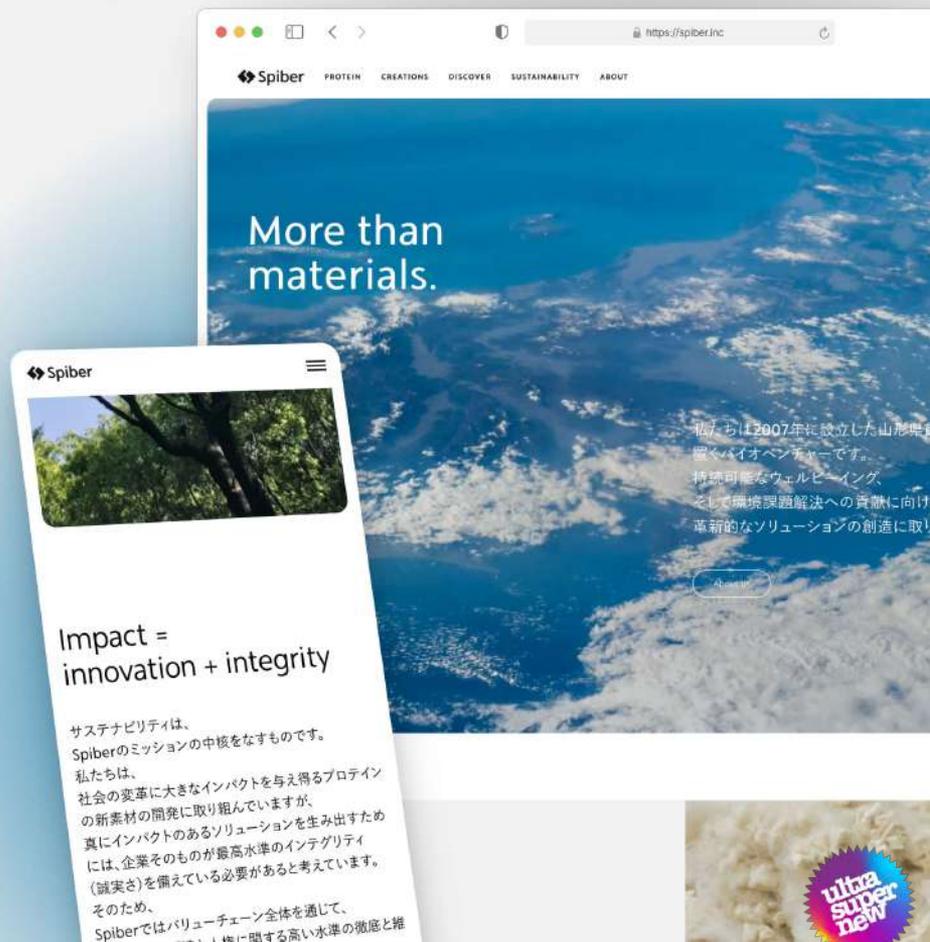
Spiber website

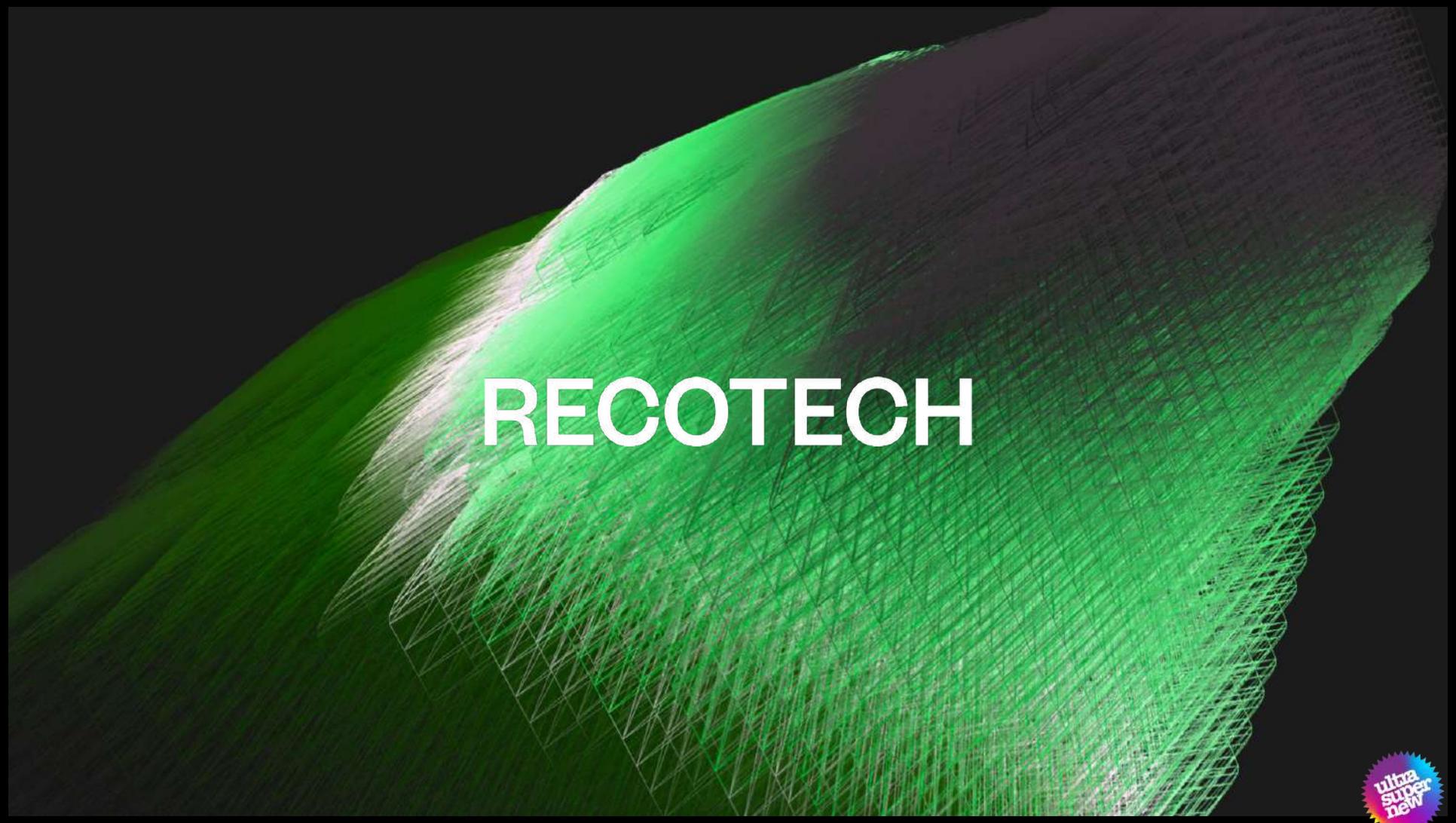
Spiber Inc. is a Japanese biotechnology company pioneering the development of Brewed Protein™, lab-engineered protein materials designed to replace conventional animal and petroleum-derived resources, with applications spanning fashion, automotive, and aerospace industries.

To support Spiber's global growth and deepen its engagement with investors and B2B partners, USN led the complete revamp of the company's corporate website. The project focused on elevating brand perception, improving accessibility of complex scientific content, and delivering a seamless digital experience.

USN led the website revamp by redefining Spiber's brand expression, restructuring its information architecture, crafting clear and compelling content, producing original visual assets, and delivering a high-performance digital platform tailored for global business audiences.

<https://spiber.inc/ja>





RECOTECH

ultra
super
new

RECOTECH

RECOTECH Website

RECOTECH designs circular supply chains that transform discarded "waste" into valuable "resources," directly combating resource change by efficiently circulating materials. With nearly half of the world's greenhouse gas emissions tied to resource extraction, RECOTECH's commitment is to get to the root of environmental issues.

To support RECOTECH's mission and establish a strong online presence, we developed a website focused on clearly communicating their innovative approach to circularity. The platform prioritized explaining complex concepts and aimed to drive brand awareness and engagement within the sustainable resource management sector.

<https://recotech.co.jp/en/>





loop earplugs

ultra
super
new

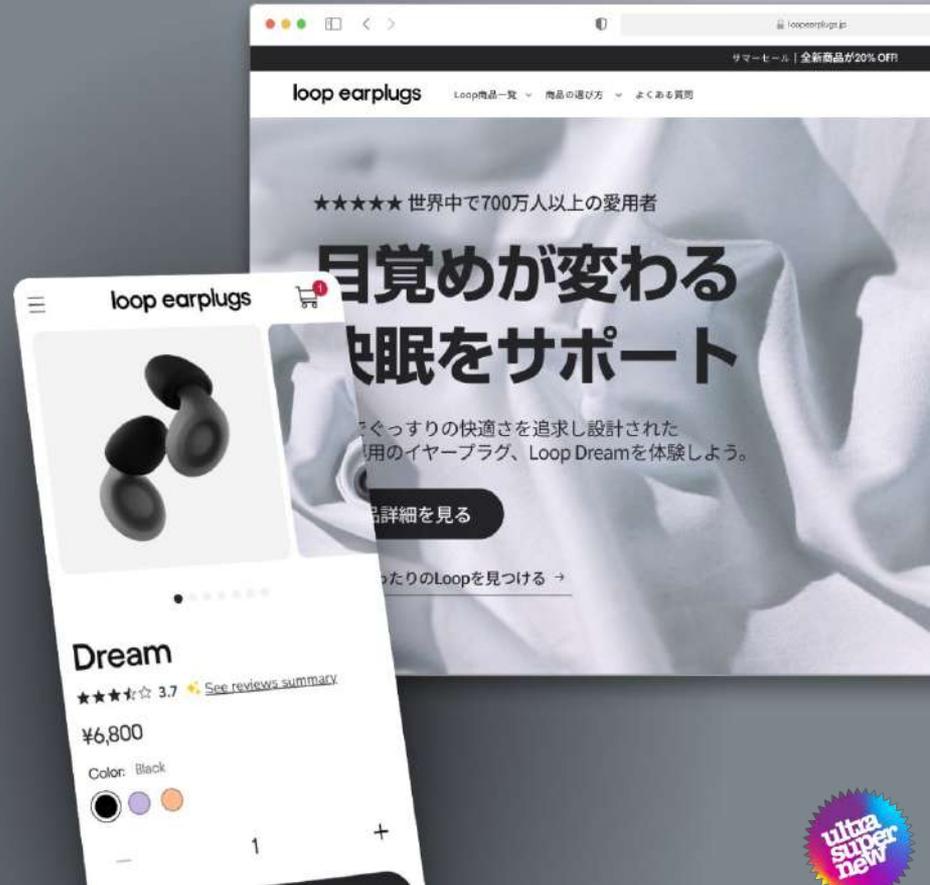
loop earplugs

Loop earplugs Website

Unlike traditional foam earplugs that simply block sound, Loop earplugs utilize a unique design with an acoustic channel and filter to reduce noise levels while maintaining sound quality.

We meticulously localized a Shopify website to deeply resonate with Japanese audiences. We tailored the design to align with Japanese aesthetic preferences, carefully selected typography that conveyed the brand's message authentically, curated imagery that reflected local sensibilities, and crafted content that spoke directly to the Japanese consumer.

<https://www.loopearplugs.jp/>



loop earplugs

Loop earplugs

RDC Limited Model by YOSHIROTTEN

A special collaboration produced by USN. We initiated the project by introducing Loop to Rainbow Disco Club and invited artist YOSHIROTTEN to design the packaging and define the product's color direction. Through USN's creative direction and coordination, we brought to life a unique limited-edition item that fuses RDC's distinctive energy with Loop's acoustic functionality.

<https://www.instagram.com/p/DISfHajh9wp/>

loop earplugs × 

音楽に飛び込もう
音楽に飛び込もう
音楽に飛び込もう
音楽に飛び込もう
音楽に飛び込もう



YOSHIROTTENが
デザインを手がけたRDC限定モデル





ultra
super
new

Thanks!