



# Ignite your Stories for Japan

Journalistic Editorial Work & Liaison

ペンで、心を動かす  
**PEN&Co.**

Tokyo, Japan  
#StoriesJP



A Tokyo-based communication boutique founded by two former journalists from The Asahi Shimbun.

Our team brings **20+** years of reporting across **30+** countries, delivering editorial work, localisation, and cross-border liaison with integrity.

Hands-on coordination at **Expo 2025** Osaka–Kansai and the **Tokyo 2020** Olympics informs our approach to supporting sports organisations in Japan.



Our media platform Pen & Sports — toward the LA 2028 Games — offers journalism-based coverage across Athletics, Football, Baseball, Volleyball, Handball, Judo, and more. Specialist reporters with 20+ years deliver first-hand stories. The platform reaches a steady monthly audience of deeply engaged Japanese readers in their 20s to 60s.



Akio Harada, COO, Pen&Co.



Chikako Tada(Left), CEO, Pen&Co.

# How We Can Help You

Practical, agile expertise for  
Japan-side execution.

## 1 | Japan-Ready Messaging

Refine Japan-facing profiles, web pages, social posts, and event details so your club, athletes, and fans are presented clearly and attractively.

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## 2 | PR Storytelling

Produce interviews, features, press materials, and campaign narratives, and handle outreach to Japanese media, including Pen & Sports coverage.

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## 3 | Liaison & Operations

Liaise with Japanese sponsors and event operators, providing negotiation, reporting, and on-site coordination to keep projects running smoothly.

# Case Studies

## EVA Air, Taiwan

EVA Air, a full-service airline, partnered with our media work during the Paris 2024 cycle. Pen&Sports featured its banner ads across articles, creating natural touchpoints with sports-focused readers.

## Sir Safety Perugia, Italy

A leading club in Italy’s top league. Working with a Japanese travel operator, we coordinated a fan tour with club hospitality including backstage access and a headquarters visit. It received local media coverage.

## Toshiba Brave Lupus Tokyo

A leading club in Japan Rugby League One and current two-time champions. We created a newsletter-only ticket giveaway that increased fan participation and return visits, driven by clear messaging and clean execution.



# Ready for your Japan Game? Let's talk.


From retainers to one-off projects,  
we're easy to reach in any way that suits you.




Chikako Tada, CEO

## Pen&Co., Ltd.

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