



beacon communications and Publicis Healthcare Communications Group Partner to Form beacon healthcare

Specialty group to drive new business development in the healthcare industry

beacon communications k.k. (main office: Shinagawa-ku, Tokyo, president: Nicolas Menat, "beacon" hereinafter) and Publicis Healthcare Communications Group (PHCG) have announced the recent launch of beacon healthcare. Part of the PHCG network, beacon healthcare's highly targeted healthcare knowledge and expertise will provide clients account management, strategic planning, promotion, digital, and creative, and is expected to drive business development in the sector.

beacon healthcare's offering ranges from developing pharmaceutical implementation strategies, including market analysis, to the planning and implementation of communication strategies for healthcare professionals, patients, and the general public. Representing a one-stop, comprehensive service enables the agency to support clients' marketing activities more effectively and efficiently.

Nicolas Menat, president of beacon said, "With an increasingly ageing Japanese society, the healthcare industry is one of the few growth areas with great business opportunities for our agency. We initiated the partnership with Publicis Healthcare Communications Group to combine their expertise and best practices coming from the West, and our team of experts with in-depth local market understanding."

Yuta Kaneko, managing director of beacon healthcare expressed his enthusiasm by saying, "beacon healthcare is a group highly specialized in the healthcare category, especially in pharmaceutical marketing. As a member of PHCG, we want to breathe new life into Japanese healthcare marketing by leveraging our global network and working closely with beacon communications."

The addition of beacon healthcare to the Japanese PHCG agency portfolio is part of a major strategic push to further develop our healthcare offering in the Asia-Pacific region.

"Japan is an extremely important market for Publicis Healthcare Communications Group," said Ash Kuchel, president of PHCG Asia Pacific. "Our partnership with beacon communications proposes a cutting-edge healthcare communications offering; bringing best practices, local talent and the latest in innovative strategies to a well-established healthcare market. It's what the healthcare industry has been asking for and we have the business model to satisfy their needs."

About beacon communications K.K.

beacon communications k. k.is a member of the Paris-based Publicis Groupe S.A., the world's third largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications. beacon was established in 2001 from the mergers of Leo Burnett operations in Japan, with significant equity, talent and resources from Dentsu. beacon purpose: Creativity has the power to change people's behavior. For more details, visit www.beaconcom.jp

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is one of the largest and most innovative health oriented agency networks in the world. A division of Publicis Groupe S.A., PHCG manages top-tier agencies specializing in advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With nearly 3,000 employees, PHCG manages 14 agency brands through 41 offices located in 10 countries. For more information, visit: www.publicishealthcare.com.

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