

Kekst CNC is a leading global strategic communications consultancy and has been present in the Japanese market since 2004.

Our firm helps global business and institutional leaders in addressing today's business challenges and opportunities and develop the integrated communications strategies necessary to gain the confidence of stakeholders in an era of accelerated change. Kekst CNC's judgment and counsel is supported by objective insights, based on superior access to research, data and analytics capabilities.

Kekst CNC was formed in October 2018 when two of the world's premier strategic communications firms, Kekst, founded in 1970, and CNC, founded in 2002, combined their teams and capabilities.

Our global team of more than 250 experienced professionals serve clients, from our 12 offices in New York, London, Munich, Berlin, Frankfurt, Brussels, Stockholm, Tokyo, Seoul, Hong Kong, Dubai and Abu Dhabi. Kekst CNC is part of the Publicis Groupe, the world's third largest marketing and communications holding company.

The firm brings expertise on such high stakes matters as:

- M&A communication
- Shareholder activism and governance
- Investor Relations
- IPO communication
- Crisis communication and issues handling
- Restructuring communication
- Change management and employee engagement
- Public affairs, regulatory investigations/resolutions
- Litigation communication support
- Corporate positioning and reputation management
- Digital and social communications

In 2004, our Tokyo office was opened as the firm's first one in Asia. Since then our Tokyo office has served more than 100 multinational and Japanese clients from many sectors and industries over all expertise areas of Kekst CNC.

A special focus lies on cross-border mandates incl. a large number of high-profile M&A transactions. To date, our offices have already consulted on more than 50 transactions involving Japanese firms as either bidders or targets.

Our Tokyo professionals bring a wide spectrum of experience from having worked on the corporate side, in journalism, academia as well as for various domestic and international PR firms. Each of them is fully bilingual and has spent multiple years outside of Japan.