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For General Release

Information Services International-Dentsu, Ltd.

ISID Invites Satonao as Communications Director of ISID Open Innovation Lab

*Accelerating the Resolution of Social Issues through Enhanced Service
Development Focused on Needs and Advanced Technologies*

ISID Open Innovation Lab (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai) welcomes new collaboration partner Naoyuki Sato, a.k.a. “Satonao,” known as Japan’s foremost communications designer, in the role of Communications Director to engage in a wide range of activities.

Satonao will play a central role in the creation of new business targeted for 2020 onward, as stipulated in the medium-term management plan currently promoted by ISID, which promotes the development of new services in regional revitalization, sports experience and other areas. At present, technology is driving significant changes in overall society. Beyond creating new services in these areas, ISID Open Innovation Lab is focused on strengthening business “seeds” by asking “what can we offer society using technology that exists right now?” as well as strengthening “needs” from the perspective of how technology can be used to respond to contemporary social issues. To this end, ISID invited Mr. Sato to promote more effective communication with users.

For two days during March 11–12, ISID, the Tokyo National Museum and Koozyt, Inc., will host “Tohaku x Ideason,” part of a joint research project with the theme of “Experiences of Japanese Culture Linger in the Memories of Foreigners Visiting Japan.” This event involves a planning meeting with foreigners and ICT creators facilitated by Mr. Sato.



■ Naoyuki Sato

Born in 1961. Joined Dentsu Inc., in 1985. After working as a copywriter, commercial planner and web director, became involved in constructing entire campaigns as a communications designer. Left Dentsu to establish Tsunagu Solutions Inc., in 2011.

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