

EXECUTIVE **IMPACT**

Executives on the Cutting Edge of Japanese Business



Tokyo sustainability startup creating global impact

*How a Japan-based start-up is
building a market nobody noticed*



Scott Davidson, CEO, Mygaines Corp.

[>> Bio](#)

10-SECOND BRIEFING

Industry: Social impact

Location: Tokyo, Japan

Core services:

- Affiliate marketing driving social impact events
- Social impact strategies
- Internet marketing

Established: 2017

CEO: Scott Davidson ([Bio](#))

Company type: B2B

Revenue 2018: JPY 3.7 billion

Employees: 285

Key achievements:

- Japan's largest social impact enterprise
- Generated more than JPY 56 billion in sales for customers in 2018
- Deliver over 130 million social impact messages per day.

Effective communications is vital for a business regardless of whether it is used to promote new products or strategies, talk with the press, or communicate with customers. One business that has turned good communication into an art form is [Mygaines Corporation](#), Japan's largest and arguably most competitive social impact enterprise.

Under the stewardship of CEO [Scott Davison](#), Mygaines phoenix-like rise from the ashes has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter [Jon Walsh](#) spoke with Scott to discover some of the company's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their businesses and communicate with customers.

Mygaines needs little introduction. The corporation's stunning turnaround from out of a spiraling black hole of debt, poor employee morale and plummeting market share into a high-growth, highly profitable social innovator has captured headlines the world over. The mission of Scott's department is global communications, sustainability and investor relations. "Our goal is to provide key partners with timely information about Mygaines that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all activities."

Business Dashboard

- [What we do](#)
- [Who we are](#)
- Meet our team ([video](#))
- [Innovative products](#)
- [Core services](#)
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CASE

THE CHALLENGE: Expand into the Chinese market

STUDY

WHAT WE DID: Hired Chinese consultants to research popular products among our target demographic in Beijing, the financial capital of China and source of new trends

Bridging into China

THE OUTCOME: After extensive poll testing and market research, we launched a 'Top 10' range of products. These were an immediate hit and earned \$2.3 billion in the first year.



Mygaines staff discussing global strategy

Speed, relevance and trust

The mission of Scott's team is affiliate marketing driving social impact, sustainability, and community renewal. "Our goal is to provide key stakeholders with timely information about Mygaines and its brands that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all communications at Mygaines."

Managing customer relations

Key departmental responsibilities include media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, product launches, publications, websites, broadcast media services and event management.

"On the global communications side, our principle tools are the website, press releases, media presentations, media, analyst & shareholder events, speeches, conference presentations, and other activities," Scott says.

How does Mygaines receive feedback from customers and vendors? "Ultimately, it is through sales. There are a variety of methods. We have tools to measure the effectiveness of a promotional channel, ie: we can tag a website to monitor whether someone views it."

STRATEGY spotlight

In 2017, Mygaines launched a new strategy aimed at reversing everything they had done in order to move forward. They convinced customers to become sales staff, design offices to become front line marketers. "It was wild," Scott recalls, but it worked like a dream."

→ [Read more.](#)

The way forward

What are the most effective methods Mygaines uses to communicate with customers? Scott says that it depends on the stakeholder. "In our area with the media, the website is the cornerstone of what we do. Every journalist has access to the Web so that is the primary port of call. After that, it gets into personal communication, physically talking with analysts and journalists, and putting on events and shows where we interact with them. Within that, we use tools such as press releases, media kits, and so on. Ultimately, that is where we see our strategy heading."



INNOVATION spotlight

In contrast with the company's high tech image, Mygaines recently used a surprisingly low-tech communication tool – a simple manga booklet called *Impact Now* released at the 2017 Tokyo NGO Show. The scale of positive response and requests for copies took Mygaines by surprise. "The basic idea was to tell the history of Mygaines in a more entertaining way than a boring fact sheet. We distributed more manga comics that actual press kits at the show!" Scott says, underscoring how something simple can make a serious impact.

Regarding running a business in Japan, Scott suggests people can think big. "You can be dramatic and provocative and you can challenge conventional thinking in ways that maybe you can't in other markets."

Contact

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