
ASAHI KASEI EMBRACES THE FUTURE THROUGH SPONSORSHIP OF CNN THEME WEEK 'ON JAPAN'

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In the theme week 'On Japan', CNN International's Tokyo correspondent Will Ripley uncovers the latest Japanese innovations set to revolutionize how we are entertained, travel and compete in the sporting arena.

Starting this week, ['On Japan'](#) is accompanied by a partnership between CNN International Commercial (CNNIC) and the Japanese global chemical company, Asahi Kasei. This international campaign is the latest partnership between CNNIC and Asahi Kasei, and spans sponsorship of the five 'On Japan' TV segments, a special 30-minute program as well as digital elements. In addition, the multi-platform campaign includes a [native ad integration on CNN Digital](#) which includes storytelling around Asahi Kasei's automotive business. The native solution was produced by Create, CNNIC's branded content studio. Using CNN AIM (Audience Insight Measurement), the campaign is targeted to increase Asahi Kasei's brand awareness amongst CNN's upscale cosmopolitan audience of business decision makers, top managers and a curious, technically interested 'On Japan' audience – specifically audiences in Europe, North America and Asia.

"Delivering messages in a creative way for our clients is a key differentiator for CNN. Asahi Kasei's automotive campaign is a good example of how digital native content can perfectly align with traditional TV-advertising and sponsorship," said Sunita Rajan, Senior Vice President, Advertising Sales, Asia Pacific, CNN International Commercial. "This creative advertisement opportunity is being supercharged by our advanced data focus from CNN AIM which provides deeper reporting opportunities beyond click-throughs. I am delighted that Asahi Kasei appreciates our combination of creative and data-driven solutions and takes its successful relationship with CNN to another level."

Makoto Yamazaki, General Manager, Corporate Communications, Asahi Kasei, said: "Japan is not only a world leader in pop culture, design and cuisine, but also a hub of innovation in transportation, functional materials, and new technological devices for the future. We are delighted to be associated with CNN's theme week 'On Japan' which pays tribute to this culture of innovation. Just like CNN, Asahi Kasei embraces the future by focusing on technical modernization in Japan and around the world. We value CNN's creative options to tell our story and to merge CNN's program with our aims. Therefore, Asahi Kasei is happy to continue its partnership with CNN's 'On Japan' for the third time."

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About CNN International

CNN's portfolio of news and information services is available in seven different languages across all major TV, digital and mobile platforms reaching more than 425 million households around the globe, including over 77 million across the Asia Pacific region. CNN International is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America and has a US presence which includes CNNgo. CNN Digital is a leading network for online news, mobile news and social media. CNN is at the forefront of digital innovation and continues to invest heavily in expanding its digital global footprint, with a suite of award-winning digital properties and a range of strategic content partnerships, commercialized through a strong data-driven understanding of audience behaviors. Over the years CNN has won multiple

prestigious awards around the world for its journalism. CNN has 41 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner, a Time Warner company.

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About Asahi Kasei

The Asahi Kasei Group is a diversified group of companies led by Asahi Kasei Corp., with operations in the Material, Homes, and Health Care business sectors. From its roots in chemistry, the Material sector encompasses fibers & textiles, petrochemicals, performance polymers, performance materials, consumables, battery separators, and electronic devices. The Homes sector provides housing and construction materials to the Japanese market. The Health Care sector includes pharmaceuticals, medical devices, and acute critical care devices and systems. With more than 30,000 employees around the world, the Asahi Kasei Group serves customers in more than 100 countries. Asahi Kasei is “Creating for Tomorrow” with all operations sharing a common mission of contributing to life and living for people around the world. For more information, visit www.asahi-kasei.co.jp/asahi/en/.