

## Press Release

July 4<sup>th</sup> 2019

### **Eat Creative expands further into APAC with investment from Australia-based Fusion Group**

**The Tokyo and Hong Kong based brand and communications agency will bring additional depth in brand thinking, creative strategy and marketing communications across the group's Asian network.**

Tokyo; July 4, 2019 – Australia-based Fusion Group has taken a majority stake in the Tokyo and Hong Kong based brand and communications Agency, Eat Creative. The Tokyo-based agency will become part of the Fusion group expanding its capabilities and reach across the APAC region.

Founded in Tokyo 2000 by Alison Jambert, Ayako Chujo and Steve Martin, Eat provides consultation and creative strategy for global companies looking to engage in the Japanese and broader Asian markets, as well as Japanese brands looking to communicate more effectively on the International stage.

*“The growth of Asian economies is phenomenal, and there has never been a greater need for brands to communicate their stories creatively and intelligently cross market and cross culture. We’re excited about our relationship with Fusion, which will allow us to expand the range of services we can provide our clients, wherever they are based in the region.”* said founder and ECD Steve Martin

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Fusion group has enjoyed 14 years of solid growth and today combines 10 leading agencies with global reach and procurement capabilities. With its ambition to transform the retail experience, the group's services range from strategic intelligence, brand consultation and creative strategy to localised marketing solutions and execution. Today's announcement brings Fusion another step closer to providing a consolidated service offering for businesses across the APAC region.

*“We’re excited to have Eat join the Fusion family. Broadening our international reach ensures we are always at the forefront of global retail trends and that our clients receive the benefits of an exceptionally diverse and innovative team who can think locally, yet scale across the region”* said Simon Norman, CEO and founder of Fusion

The Eat directors will maintain their current roles within Eat as well as taking on leadership positions within the group, reporting directly to CEO Simon Norman, and contribute to the Fusion’s regional expansion. Eat Creative retained Hong Kong based SI Partners as advisors on the transaction.

### **About Eat**

Eat Creative is a cross-culture branding and communications agency with offices in Tokyo and Hong Kong. Providing consultation, creative strategy and execution, we build immersive brands and craft compelling stories that increase client engagement.

Multi-disciplined and multicultural, Eat has been operating for over 18 years and is engaged with businesses across North America, Europe and Asia. Core competencies include; consultancy, creative strategy & execution, multi-lingual content development.

Eat clients include The Peninsula Hotels, Norwegian Cruise Line, Bloomberg, LIXIL and the Almac Group. Visit us at [www.eatcreative.jp](http://www.eatcreative.jp)

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