

## **Futaba Tsushinsha Expands Reseller Agreement with Launchmetrics to Grow APAC Presence**

**Accelerating the Brand Performance Cloud in APAC  
Through Group Networks**

**New York, February 5, 2025 – Futaba Tsushinsha Co., Ltd. announces it has expanded its exclusive reseller agreement with Launchmetrics beyond the Japanese market to cover the entire APAC region. Under this agreement, Futaba will deliver comprehensive, data-driven marketing solutions tailored to the fashion, lifestyle and beauty (FLB) industries, helping brands maximize their value across all APAC markets.**

Since 2016, Futaba has been the exclusive reseller of Launchmetrics in Japan, offering advanced, industry-specific marketing support. With the expansion of this agreement, Futaba will leverage the global network of the World Mode Holdings Group to enhance its regional data capabilities, accelerate product improvements and strengthen sales efforts across the APAC region. This initiative aims to bolster strategic marketing efforts and ROI optimization for the rapidly growing FLB brands in the region.

Launchmetrics is the market's first AI-powered Brand Performance Cloud, enabling more than 1,700 clients worldwide to optimize and measure their brand performance using software, data, and insights. Driven by a continued commitment to innovation and excellence, Launchmetrics pushes the boundaries to deliver solutions that transform brand strategies and initiatives into a meaningful competitive edge.

*"Given APAC's strategic importance in the FLB sector, this expanded agreement with Futaba—a trusted expert in the region—is instrumental for driving our success. Their proven regional expertise provides us with the competitive advantage needed to navigate today's dynamic business landscape. We are confident that this partnership will accelerate growth and adoption of Launchmetrics products in the APAC market."* states Michael Jaïs, Founder and Chief Executive Officer of Launchmetrics.

*"Expanding our distribution rights across the entire APAC region is a pivotal step in maximizing the synergy between Launchmetrics and Futaba,"* states Hagiwara, Vice President of Futaba Tsushinshan. *"By addressing the diverse needs of the APAC market and delivering highly accurate data and innovative solutions, we will continue to strongly support brand growth throughout the region."*

# LAUNCHMETRICS

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a LECTRA company

## Press Contact:

Sota Shibasaki  
Futaba Tsushinsha Co., Ltd.  
[s-shibasaki@futaba-ad.co.jp](mailto:s-shibasaki@futaba-ad.co.jp)

## About Launchmetrics:

Launchmetrics is the market's first AI-powered Brand Performance Cloud, providing more than 1,700 clients with the software, data and insights they need to connect strategy with execution. With over a decade of expertise, its Brand Performance Cloud helps executives launch campaigns, amplify reach, measure ROI and benchmark brand performance.

Their AI-driven and proprietary Media Impact Value® algorithm is the answer to modern measurement in a global world, making impact measurable. Launchmetrics brings a sharp focus to profitability, accountability and efficiency while enabling the type of quick decision-making required for agility. With tools for sample management, event organization, PR monitoring and brand performance and Voice analytics, the Launchmetrics Brand Performance Cloud enables brands to build a successful marketing strategy, all in one place.

Founded in New York and with operating headquarters in Paris, Launchmetrics has 450+ employees in twelve markets worldwide and offers support in five languages. Launchmetrics has been the trusted provider to brands worldwide such as Tiffany's, Vogue, KCD, Shiseido, The North Face and Levi's as well as partners like IMG, the Council of Fashion Designers of America, the Camera Nazionale Della Moda Italiana and the Fédération de la Haute Couture et de la Mode.

To learn more about Launchmetrics, please visit [launchmetrics.com/newsroom](https://launchmetrics.com/newsroom) and follow @launchmetrics

\*Media Impact Value® and MIV® is a registered trademark of LAUNCHMETRICS in the United States and the European Union.

## About Futaba Tsushinsha

An advertising agency established in 1948 and a member of the World Mode Holdings group. Futaba Tsushinsha possesses deep expertise and extensive experience in advertising and marketing, particularly within the fashion and luxury sectors. While the company has traditionally excelled in magazine advertising, it has actively embraced digital initiatives in recent years. Since 2016, Futaba Tsushinsha has held an exclusive distribution partnership with LAUNCHMETRICS in Japan, providing sales and support for the "Brand Performance Cloud," a comprehensive solution for marketing and PR operations.



## **About World Mode Holdings (WMH)**

<https://worldmode.com/jp/>

World Mode Holdings is a group specializing in the fashion and beauty industries, offering a diverse range of solutions such as staffing, digital marketing and retail outsourcing. The group consists of seven domestic companies—iDA, BRUSH, AIAD, AIAD LAB, For Ambition, Visual Merchandising Studio and Futaba Tsushinsha—as well as international offices in Singapore, Australia, Taiwan, Vietnam and Malaysia. By leveraging the synergies of its highly specialized companies, WMH delivers highly effective solutions tailored to it.