



RYO NAKAGAWA : Copywriter / PR Architect

Born in 1988. Spent childhood in Egypt and Germany. After worked at Red Bull Japan & Wieden + Kennedy TOKYO, joined Dentsu in 2011. Selected as Japan representative for Young Lions and Young Spikes 2 years in a row. Working for Global Campaigns of Japanese client such as Honda, Panasonic, Uniqlo, Suntory.

AWARDS / Young PR Spikes 2018 GOLD, Tokyo Copywriters Club Newcomer 2018, Young PR Cannes Lion 2017 NYC ADC 2017 BRONZE, One Show 2017 merit, Spikes 2017 SILVER, Adfest 2016 SILVER, Spikes 2015 BRONZE.



Relax Mannequin
Uniqlo / Global Campaign
CD/PL/CW/PR
<https://youtu.be/ZD1VjCfGx3A>



MUSCLE CLOCK
Forbes 24h fitness /TV Commercial
CD/CW/PL/PR
<https://youtu.be/UIBWNW09TYk>



TOKYO 1-1-1 CAFÉ
UCC / PR Campaign
CD/PL/CW/PR
<https://youtu.be/US0uwsinAKw>



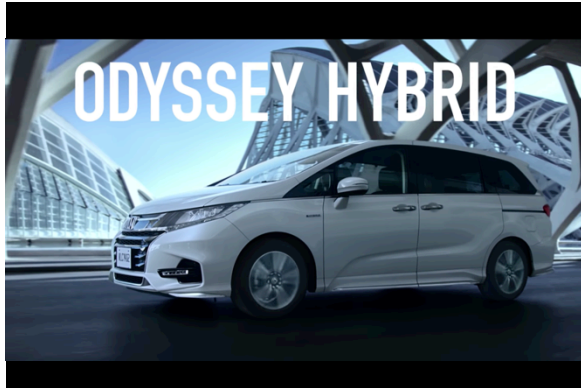
Donate 4 Birds
Conservation International / WEB Campaign
Concept/PL
<http://donateforbirds.com/>



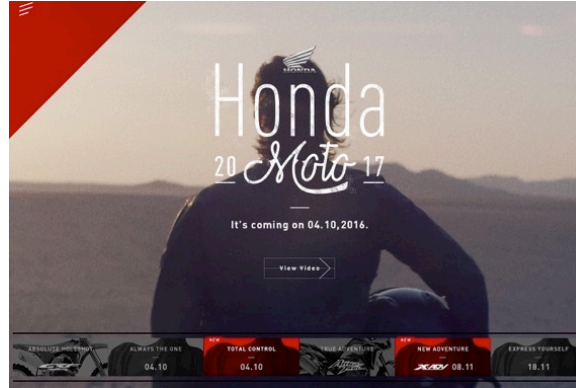
Panasonic Eclipse Live
Panasonic / Global Campaign
PL
<https://youtu.be/YWSV3kvmg0w>



interactive shop window LOOKS
ainz & tulpe / PR Campaign
PL/CW
<https://vimeo.com/135932592>



Honda ODYSSEY
Honda ODYSSEY / TV Commercial
PL/CW
<https://youtu.be/06dKSXI0M70>



Honda Moto GLOBAL
Honda Motorcycle / Global Campaign
PL/CW
<https://youtu.be/pPKixc-SB4I>



Panaosonic x Neymar Jr.
Panasonic / Global Campaign
PL/CW
<https://www.youtube.com/user/PanasonicxNeymarJr>



NUTRITIOUS PAINTING
House Foods / PR Campaign
CD/PL/CW/PR
<https://youtu.be/PXB5FeQTYbc>



Recruiting Rice ATOTORIMUSUKO
Atotorimusuko / PR Campaign
CD/PL/CW/PR
<https://youtu.be/N1h1tdvAY>



ALERT PANTS
Yokohama Medical UNIV. / PR Campaign
CD/PL/CW
<https://youtu.be/1qXugVxxmh8>