

UZU

Monthly
Review

Be The Center Of The Whirlpool



**Let's "Do"
AI!**

**Lose The
Haters,
Love Your
Loyals...**

**Inside The
Whirlpool
with Jeff
Crawford**

**Japanese
Business
Etiquette
101**

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**Business
Japanese
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A Rush**



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FROM THE EDITOR



Paul Ashton
Founder
ULPA

Welcome to the second edition of UZU, Ulpa's monthly review! As we step further into our mission of supporting market entry and growth for foreign businesses in Japan, this edition brings a mix of timely updates and fresh new content that I'm excited to share with you.

In the world of Japanese politics, Prime Minister Kishida's recent decision not to stand for reelection has certainly stirred the waters, and it's a development worth keeping an eye on as it may impact the business landscape. Coupled with the recent massive drop and subsequent rapid rise in the Japanese stock market and the onset of typhoon season, the next few months will be challenging for many. Yet, with challenges come opportunities, and we're here to help you navigate them.

This month, I'm thrilled to introduce some new sections to Uzu. We're so happy to be starting a guest article series from Gordon McLean, the insightful founder of Ulpa's partner, Fear No Truth. His perspective on the intersection of truth and branding is always a must-read. Additionally, I enjoyed interviewing Jeff Crawford, a long-term expat in Japan and a founder/owner (and SEO wizard) of ZoDigital. In our "Inside the Whirlpool" interview, Jeff shares his journey and expertise, offering valuable insights for anyone looking to thrive in the Japanese market.

I'm also excited to debut our first "Business Japanese For People In A Rush" section. If this proves popular, we'll build on it in future editions, so please do share your thoughts.

As always, Uzu aims to be more than just a mouthpiece for Ulpa. My vision is to create a platform where a whirlpool of ideas and perspectives can be shared, enriching all who participate. I look forward to your feedback on this edition as we evolve.

"...a platform where a whirlpool of ideas and perspectives can be shared"



LET'S TRANSFORM OUR ENTIRE BUSINESS
USING THE GENERATIVE AI I JUST USED
TO WRITE A POEM ABOUT MY DOG.



LET'S "DO" AI!

BY PAUL ASHTON



I spent time rereading some old LinkedIn posts I wrote and found one I thought I'd share with UZU readers. It's based on a talk I joined back in March 2024 about integrating Generative AI into companies. The gist of the message was that successful implementation of new technology isn't just about the tech itself; it's about making it work for your business, and the technology is only one part of the equation. The real challenge lies in bringing together people, processes, and goals to make it work seamlessly.

When we discuss integrating AI today, it's not unlike my pre-AI experience implementing a new CRM system in an already sceptical sales team. The CRM system had the potential to streamline processes and improve efficiency, but without the right approach, it would have caused more problems than it solved. Back then, I learned that successful integration is less about the technology itself and more about how you orchestrate all the elements around it.

Fast-forward to today and the same principles apply. Generative AI is a powerful tool, but without careful planning and integration, it can easily become more of a burden than a benefit. This is where "The Checklist" comes in. [James Mesbur's](#) approach is practical and grounded, not just for those sceptical about AI but for anyone who wants to ensure their AI deployment is meaningful and aligned with their business goals.

One thing that stands out about James's checklist is its focus on the basics. What are we trying to solve?

“SUCCESSFUL INTEGRATION IS LESS ABOUT THE TECHNOLOGY ITSELF AND MORE ABOUT HOW YOU ORCHESTRATE ALL THE ELEMENTS AROUND IT”





This question forces us to think critically about AI's role within our organization. It's easy to get caught up in the excitement of new technology, but without a clear purpose, it can lead to wasted time and resources. AI should be a tool that serves the business, not a solution in search of a problem.

Another key point is the need for strategic alignment. Too often, companies adopt AI with the assumption that the benefits will naturally follow. But technology alone doesn't drive success. It's how that technology aligns with the company's goals—its mission, values, and vision—that truly makes a difference. AI should support the business strategy, not dictate it.

Consider a financial institution implementing AI for fraud detection. The technology is impressive, capable of analyzing vast amounts of data and identifying patterns that would be impossible for humans to detect. But if the system isn't integrated with existing operations, it can create more problems than it solves. The orchestration here involves not just the technology, but the people who manage it, the processes it affects, and the data it relies on. It's about ensuring that every part of the organization is working together toward the same goal.

The human element is also critical. People are naturally resistant to change, especially

"TECHNOLOGY IS IMPRESSIVE, CAPABLE OF ANALYZING VAST AMOUNTS OF DATA AND IDENTIFYING PATTERNS THAT WOULD BE IMPOSSIBLE FOR HUMANS TO DETECT"



when it comes to new technology. Successful AI integration requires fostering a culture that embraces innovation and views AI as a complement to human effort, not a replacement for it.

Lastly, humility in the face of technological change is essential. In the world of AI, certainty is rare. The landscape is evolving quickly, and the potential pitfalls are numerous. The best approach is learning and adaptation, guided by the principles of orchestration and practical tools like James's checklist.

As you consider your journey with AI, think about how you can ensure that every part of your organization works together. How will you align AI with your strategic goals and foster a culture that embraces this new tool? These questions will determine whether AI becomes a disruptive or valuable asset in your business.

“The Checklist” by James Mesbur

- 1.What are we solving for?
- 2.What is the existing situation: Baseline KPIs?
- 3.What are our goals by doing this?
- 4.Why haven't we already done this another way: Bottlenecks?
- 5.If we address bottlenecks, do we need Gen-AI?
- 6.Why do we think using Gen-AI will be better?
- 7.What will the incremental cost be?
- 8.Is there ROI?
- 9.If not, are we OK with that because of other benefits?
- 10.How will our operational model need to change?

Link to the original article [here](#).



"HUMILITY IN THE
FACE OF
TECHNOLOGICAL
CHANGE IS
ESSENTIAL"





LOSE THE HATERS, LOVE YOUR LOYALS, AND THEN SEEK TO SWING THAT MOVABLE MIDDLE.

BY GORDON MCLEAN





The traditional view of consumers as staunch brand loyalists or outright rejectors has long been upended by a more nuanced reality. A substantial portion of the consumer base, in many markets, exists in a state of ambivalence towards brands, neither fully committed to them nor actively avoiding them. This “movable middle,” as it is often referred to, represents a significant and somewhat untapped opportunity for marketers and brands to compete for attention, loyalty, and dollars.

The concept of brand loyalty has long been a cornerstone of marketing strategy, with companies investing heavily to cultivate and maintain a loyal customer base. This effort is grounded in the belief that loyal customers are more profitable over time, costing less to serve and often willing to pay a premium for a brand they trust. On the other end of the spectrum, some consumers actively reject certain brands based on negative experiences or misalignment with personal values. However, focusing solely on these two extremes overlooks a large segment of the market that does not neatly fit into either category.

The movable middle consists of consumers who exhibit no strong feelings towards a brand. Their purchase decisions are often driven by factors such as convenience, price, promotions, or simply the desire for change. This group’s lack of strong brand allegiance makes them highly susceptible to competitive marketing tactics. For marketers, the challenge and opportunity lie in converting this ambivalence into positive engagement and loyalty.

The importance of the movable middle in today’s

**“CONSUMERS ACTIVELY REJECT CERTAIN BRANDS
BASED ON NEGATIVE EXPERIENCES OR MISALIGNMENT
WITH PERSONAL VALUES”**



market cannot be overstated. As consumer markets become increasingly saturated and competitive, the ability to sway this segment can be a decisive factor in a brand's market share and growth prospects. The challenge for marketers, therefore, lies in understanding and effectively engaging this group. This requires a departure from traditional marketing strategies that prioritize brand loyalty cultivation, demanding instead a more flexible, responsive approach that acknowledges the diversity and variability of consumer preferences and behaviors.

Engaging the movable middle necessitates a deep understanding of consumer motivations and decision-making processes. Unlike brand loyalists, whose purchasing decisions are heavily influenced by emotional attachment and brand identity, the movable middle is driven by more pragmatic considerations. This does not imply that they are solely motivated by price; rather, their definition of value encompasses a broader range of factors, including product quality, convenience, brand ethics, and social responsibility. Therefore, appealing to the movable middle requires a nuanced value proposition that resonates with their diverse priorities and concerns.

To effectively target this segment, marketers must adopt a multi-faceted strategy. This begins with a comprehensive mapping of the consumer journey, identifying all potential touchpoints and interactions between the consumer and the brand. Understanding this journey is crucial for pinpointing opportunities to influence perceptions and decision-making at various stages, from initial



“ENGAGING THE MOVABLE MIDDLE NECESSITATES A DEEP UNDERSTANDING OF CONSUMER MOTIVATIONS AND DECISION-MAKING PROCESSES”





awareness to post-purchase engagement. Such insights can inform targeted marketing efforts designed to appeal to the movable middle's unique preferences and motivations.

What's more, crafting a compelling and differentiated value proposition is critical. For the movable middle, the emphasis should be on demonstrating how the brand aligns with their values and meets their practical needs, thereby offering a superior alternative to competitors.

Additionally, leveraging data and analytics plays a pivotal role in engaging the movable middle. By analyzing consumer data, brands can gain insights into the preferences, behaviors, and purchasing patterns of this segment. This intelligence can inform personalized marketing efforts, enabling brands to deliver tailored messages and offers that resonate with individual consumers within the movable middle. Personalization, when executed effectively, can significantly enhance the relevance and appeal of a brand, thereby increasing the likelihood of converting ambivalent consumers into engaged customers.

In short, the emergence of the movable middle as a dominant force in consumer markets represents both a challenge and an opportunity for marketers. Successfully engaging this segment requires a departure from traditional marketing paradigms, demanding instead a nuanced, data-driven approach that addresses the diverse and dynamic nature of consumer preferences. By understanding the motivations and behaviors of the movable middle, crafting compelling value propositions, and

“PERSONALIZATION, WHEN EXECUTED EFFECTIVELY, CAN SIGNIFICANTLY ENHANCE THE RELEVANCE AND APPEAL OF A BRAND”



leveraging personalized marketing tactics, brands can unlock significant growth opportunities, turning ambivalence into loyalty. In the increasingly competitive and complex landscape of consumer markets, the ability to sway the movable middle may well be the defining factor in a brand's success.

Gordon is the Founder of Fear No Truth, a partner company of Ulpa.

In his career he has launched, built and reinvented some of the world's best brands; including Apple, Bacardi, Bank of Scotland, Bing, Bombay Sapphire, EA Games, GE, Gillette, Grey Goose, Guinness, Halifax, Hilton, Holiday Inn Express, HSBC, Perfect Day, Radisson, Sandy Hook Promise, SAP, ServiceNow, Vodafone, and Wells Fargo.

He has a body of work that's been recognized for its commercial impact by the IPA and Effies, for its strategic thinking by the Jay Chiat and ARF, for its cultural impact by the MoMA, Emmys and TED, and for its creative excellence by The Clios, One Show, Cannes Lions, D&AD, and others.



Gordon McLean
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“UNLIKE BRAND LOYALISTS, WHOSE PURCHASING DECISIONS ARE HEAVILY INFLUENCED BY EMOTIONAL ATTACHMENT AND BRAND IDENTITY, THE MOVABLE MIDDLE IS DRIVEN BY MORE PRAGMATIC CONSIDERATIONS”





INSIDE THE WHIRLPOOL with JEFF CRAWFORD





Welcome to the inaugural edition of “Inside the Whirlpool,” where we present ten carefully curated questions to founders, CEOs, startup leaders, and innovators in Japan, and discover the insights they have to share.

For our first interview, we’re speaking with Jeff Crawford, the Founder and CEO of Zo Digital Japan, an SEO and digital marketing agency based in Tokyo. Jeff’s journey took him from working at Apple and Microsoft in Silicon Valley to relocating to Japan in 2004.

I first encountered Jeff in 2020, while launching NordVPN in Japan. His straightforward response to my initial outreach left a lasting impression: a polite yet firm, “We are too busy to take on new clients.” At that moment, I knew I had to collaborate with the elusive team at Zo Digital!

So, without further ado, here’s our interview with Jeff—sit back and enjoy!

1. What inspired you to start your business in Japan?

I had already lived in Japan for ten years, working for some well-known US software companies. But I was getting tired of being a company employee and really wanted to start out on my own. I also found out that few companies want to hire someone in their 40s. I almost felt starting my own company was easier than finding a job.

I started out on my own doing consulting in 2014. That consulting work grew into Zo Digital Japan, an SEO and Digital Marketing agency.

“I WAS GETTING TIRED OF BEING A COMPANY EMPLOYEE AND REALLY WANTED TO START OUT ON MY OWN”



2. How does Japan's business culture shape your approach?

This is kind of a loaded question, and I have no good simple response. One aspect of Japan's Business culture that can be frustrating is the super-slow decision-making process. Another is the hesitation or doubt about adopting new technologies or processes. Yes, "Digital Transformation" is still a thing here. So don't expect immediate results when entering this market. To succeed here, you must be patient and play the long game.

3. What was a key moment that helped you succeed in Japan?

I must say, there was no 1 key moment where I found success. Instead, I have found a number of micro-victories. These are minor everyday successes where if you stack them up, they turn into something big. Some examples of these are:

1. Finding a way to automate an internal process
2. Finding a staff member that fits well with your organization
3. Finding a bank that takes overseas transactions. (Yes, this was a problem for me for 2 months)
4. Getting my first "real" client. Then doubling their monthly leads.
5. Offering a new service to an existing client
6. Learning how to pay Japanese corporate taxes

4. How do you build strong relationships with clients and partners here?

As an SEO Agency, we "eat our own dogfood". A majority of new clients come from companies who find our website. However, strong relationships are much more important in Japan than Western



"DON'T EXPECT IMMEDIATE RESULTS WHEN ENTERING THIS MARKET. TO SUCCEED HERE, YOU MUST BE PATIENT AND PLAY THE LONG GAME"



Welcome to Zo Digital Japan

an SEO & Digital Marketing Agency in Tokyo



We are an SEO & Digital Marketing Agency based in Tokyo Japan. Our bilingual consultants are data driven specialists dedicated to helping foreign and local businesses succeed in Japan.

Cultures. One way I did this was I started the “Tokyo Digital Marketers” Meetup in 2016. The monthly event now has a mailing list of over 2800, and we regularly get around 50 attendees each time. By running this event I have been able to forge a huge number of long lasting relationships with both Japanese and foreigners in Japan. Need someone who does X, Y and Z? There is a good chance I can find them in my (virtual) rolodex.

5. How do you handle Japan's regulatory requirements?

There are now new “Stealth Marketing” and Accounting Laws that went into place last year. As a business owner, I have no choice but to dedicate time and effort to understanding these laws and do what is necessary to comply. Fortunately, the online translators for J to E are getting better. So sometimes just reading the law or articles has helped. My Japanese staff has also been very helpful.

6. What role does innovation play in your strategy?

As a Digital Marketing agency, we need to watch out for, and embrace disruptive technologies. Right now the AI boom is causing shock waves. So we need to be prepared. We are always looking out for new technologies and new tools, new techniques that improve our services. We need to test these to see what works. We need to do this better.

“I HAVE NO CHOICE BUT TO DEDICATE TIME AND EFFORT TO UNDERSTANDING THESE LAWS AND DO WHAT IS NECESSARY TO COMPLY”





7. Can you share a marketing tactic that worked well in Japan?

I see a lot of nicely done websites created by foreign companies that are entering Japan. Many look beautiful. However, put yourself into the shoes of a Japanese person, and ask yourself, “Is this really a product or service that Japanese people know and love? Or is this just a translation of an English website from some far away place?” I many times find that these websites lack “Trust” and “Social Proof”. How about touting case studies with Japanese firms? Or testimonials by real Japanese people or known influencers? From the website, can I easily find people on social media using your product?

8. What skills are crucial for success in Japan?

1. Relationships
2. Patience
3. Flexibility
4. Did I mention Relationships?

I should also mention that if you come to Japan, you need to be talented at whatever your core skill is. Truly being an expert at your core competence will help earn your trust with Japanese staff members.

9. How do you balance respecting tradition with introducing new ideas?

I worked in Silicon Valley for 16 years for both Apple and Microsoft. There is a tendency to come here and fix things right away. And I see lot of executives who come here “with both guns blasting”. These people almost never work out.

“WE ARE ALWAYS LOOKING OUT FOR NEW TECHNOLOGIES AND NEW TOOLS, NEW TECHNIQUES THAT IMPROVE OUR SERVICES”



What you really need to do is hang out for 2 years to understand and underlying relationships and business norms. Only then can you make meaningful changes.

10. What one piece of advice would you give to newcomers entering Japan?

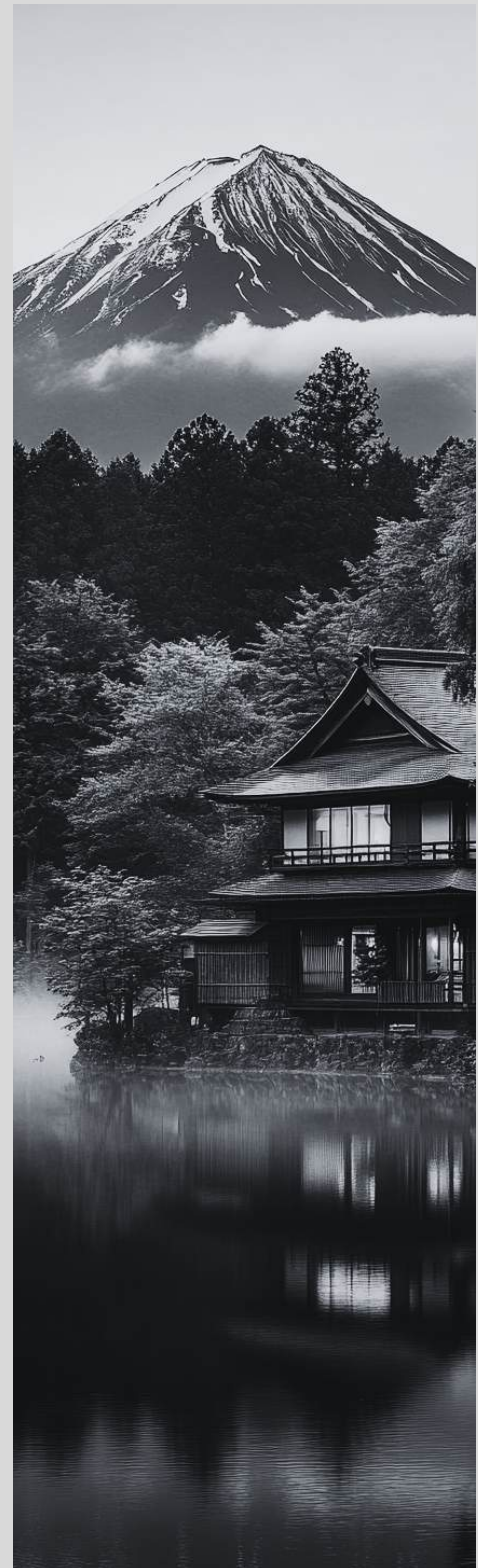
Make every attempt you can to learn the language and the customs here. The earlier in life, the better. When I lived in The States, I studied Japanese as a hobby and travelled here on holiday. Then through some grit and determination, I was able to find a job at Microsoft Japan using my conversational Japanese with set business phrases. It was pretty bad at the time, but at least I showed excitement and motivation.

Thanks for your insights, Jeff! We highly recommend attending Jeff's Tokyo Digital Marketer events for those interested in connecting with a wider group of people in person. They are well-organised, insightful, and inclusive events run in the heart of Tokyo. Find out more [here](#).

Are you a founder or CEO in Japan? Get in touch and be featured in the next edition of Inside The Whirlpool! [Say Hello!](#)



Jeff Crawford
Founder, CEO
ZoDigital
www.zodigital.com





JAPAN BUSINESS ETIQUETTE 101 BOWING

BY PAUL ASHTON



Bowing in Japan isn't just a simple greeting—it's a gesture that embodies respect, humility, and an understanding of social order. It's deeply rooted in Japanese culture and plays a vital role in everyday interactions, whether you're meeting someone for the first time, expressing gratitude, or making an apology. If you want to navigate Japanese social and business environments successfully, understanding the nuances of bowing is essential.

The depth and duration of a bow in Japan are more than just physical movements; they communicate the nature of the relationship between the people involved and the context of the interaction. A slight bow at about 15 degrees is commonly used for casual greetings, like when you're meeting a colleague or acknowledging someone in passing. This type of bow, known as *eshaku* (会釈), is quick and informal, signaling polite acknowledgment. On the other hand, a deeper bow at 30 to 45 degrees, called *keirei* (敬礼), is used in more formal situations, such as when meeting a client, a superior, or someone of higher social status. This bow demonstrates a higher level of respect and professionalism.

In Japan, social hierarchy is an integral part of how people interact, and it significantly influences how and when you should bow. Typically, the junior person initiates the bow, and the senior person returns it. This practice highlights the importance of seniority and the respect owed to those with more experience or authority. If you don't observe this etiquette, it could lead to misunderstandings or even offense, especially in a business setting.

Bowing can also be reciprocal, with both parties



“THE DEPTH AND DURATION OF A BOW IN JAPAN ARE MORE THAN JUST PHYSICAL MOVEMENTS”





adjusting their bows to match the other's level of respect. This interaction often feels like a delicate dance, where each person knows the other's status. Context is crucial in determining the bow's style. For example, in an apology, a deeper, prolonged bow called saikeirei (最敬礼) is expected, often ranging from 45 to 90 degrees. This bow is a powerful expression of regret and humility, commonly seen in public apologies by executives.

Expressing gratitude may involve a shorter bow, but one is still deep enough to convey appreciation. The degree of the bow varies depending on the favour or context. A simple thank you might involve a slight nod, while deep gratitude could call for a more pronounced bow.

Bowing in Japan extends beyond greetings and apologies—it's embedded in daily life. At shrines and temples, bowing shows respect to deities, while in martial arts, it signifies respect between opponents or instructors. In business, bowing is essential for establishing rapport and professionalism. Whether entering a meeting, closing a deal, or bidding farewell, the appropriate bow leaves a lasting impression. Mastering the art of bowing is key to building strong, respectful relationships in Japan.

Bowing is not just about bending at the waist; it reflects Japan's core values and social norms. Understanding the nuances of bowing—like the right angle, timing, and context—helps you navigate interactions with grace. Like punctuality, mastering bowing is crucial for successful relationships in Japan and showing respect for its rich traditions. Learn more [here](#).

“WHETHER ENTERING A MEETING, CLOSING A DEAL, OR BIDDING FAREWELL, THE APPROPRIATE BOW LEAVES A LASTING IMPRESSION”





THE EMOTIONAL CRAFT OF JAPANESE TV ADS

BY PAUL ASHTON



When I originally wrote about TV advertising in Japan on Ulpa's [blog](#), I aimed to offer practical insights for those looking to impact this unique market. As I revisit the topic for UZU's monthly review, I want to reflect on some deeper aspects that often go unnoticed yet are crucial for success.

Generally speaking, Japanese TV advertising isn't just about getting your message across—it's about making a genuine connection. Unlike in many overseas markets, where directness sometimes takes centre stage, Japanese ads often focus on creating an atmosphere that resonates personally. This isn't just about selling a product; it's about evoking a specific feeling that viewers will remember.

One of the most striking aspects of Japanese TV commercials is the cultural emphasis on “kawaii”, or cuteness. This isn't merely a trend but a deeply ingrained cultural element. When a cute character appears in an ad, it's not just for visual appeal—it's there to forge an emotional bond with the audience. This approach isn't about pushing a hard sell but nurturing a relationship with the viewer that builds loyalty over time.

Another significant factor is the role of “tarento”, or celebrities, in Japanese advertising. Their commercial presence is more than just a marketing tactic; it's about trust and familiarity. These figures often bring a sense of intimacy to the ad, making the endorsement feel like a personal recommendation which carries more weight than it might do in Western markets. How these celebrities are integrated into ads can create a sense of connection beyond the screen.



“WHEN A CUTE CHARACTER APPEARS IN AN AD, IT'S NOT JUST FOR VISUAL APPEAL”





Atmospheric ads are also a defining feature of Japanese TV advertising, where the focus often shifts away from the product itself and towards creating a mood or an emotional experience. This approach is rooted in the Japanese cultural preference for subtlety and indirect communication. Rather than presenting the product as the show's star, these ads aim to evoke specific feelings—comfort, nostalgia, joy—that the viewer will associate with the brand.

For instance, an ad might depict a serene countryside landscape with themed music playing in the background, where the product only briefly appears. The goal is to embed the product within a narrative that speaks to the viewer's emotions rather than their rational mind. This method contrasts sharply with the more direct, product-centric ads, where the emphasis is on highlighting features and benefits.

In Japan, the success of brand-driven ads is often measured by how they make people feel rather than by how much information they convey. This emotional resonance can create a deeper, more lasting connection with the audience, aligning with the cultural emphasis on harmony and emotional subtlety. For foreign brands, understanding this approach and adapting their campaigns to focus on mood and atmosphere can be crucial to their success in the Japanese market.

Reflecting on these elements, it becomes clear that successful advertising in Japan requires a deep understanding of cultural nuances and a commitment to authenticity. Japan is a market where consumers are highly attuned to the

“EMOTIONAL RESONANCE CAN CREATE A DEEPER, MORE LASTING CONNECTION WITH THE AUDIENCE, ALIGNING WITH THE CULTURAL EMPHASIS ON HARMONY AND EMOTIONAL SUBTLETY”



subtleties of communication, and where sincerity and emotional depth are not just appreciated but expected. This means that foreign brands looking to succeed in Japan must go beyond simply translating their content; they must rethink how they communicate fundamentally.

Authenticity in Japanese advertising often comes from respecting and understanding the cultural context in which the ad will be received. This might involve incorporating traditional Japanese aesthetics, themes, or values such as respect for nature, community, or seasonal change.

For foreign brands, this might require a significant shift in strategy. Instead of relying on the formulas that work in other markets, they may need to develop a more nuanced approach that aligns with Japanese cultural values and consumer expectations.

TV advertising in Japan is more than a marketing exercise; it is an art form that blends cultural sensitivity with creative storytelling. It's not just about reaching your audience; it's about resonating with them on a deeper, more meaningful level. For those looking to enter the Japanese market, the key lies in understanding and embracing these unique dynamics. This means creating ads that capture attention and foster a genuine connection with the viewer—ads that speak to the heart, respect cultural nuances, and reflect the authenticity that Japanese consumers cherish. By doing so, brands can ensure that their message reaches and truly connects with the people of Japan, building long-lasting relationships beyond mere transactions.



“ADVERTISING IN JAPAN IS MORE THAN A MARKETING EXERCISE; IT IS AN ART FORM THAT BLENDS CULTURAL SENSITIVITY WITH CREATIVE STORYTELLING”





BUSINESS JAPANESE FOR PEOPLE IN A RUSH

BY PAUL ASHTON



Phrase: 今日の仕事も大変でしたね
(Kyō no shigoto mo taihen deshita ne)

Meaning:

The phrase

"今日の仕事も大変でしたね"

(Kyō no shigoto mo taihen deshita ne)

translates to "It was a tough day of work, huh?" in English. This phrase expresses empathy and acknowledges the effort put into a hard day's work. It's often followed by words of encouragement or advice, such as:

"お互い、無理はしないように気をつけましょう"

(Otagai, muri wa shinai yō ni ki o tsukemashō)
meaning "Let's not push ourselves too hard."

Usage in Context:

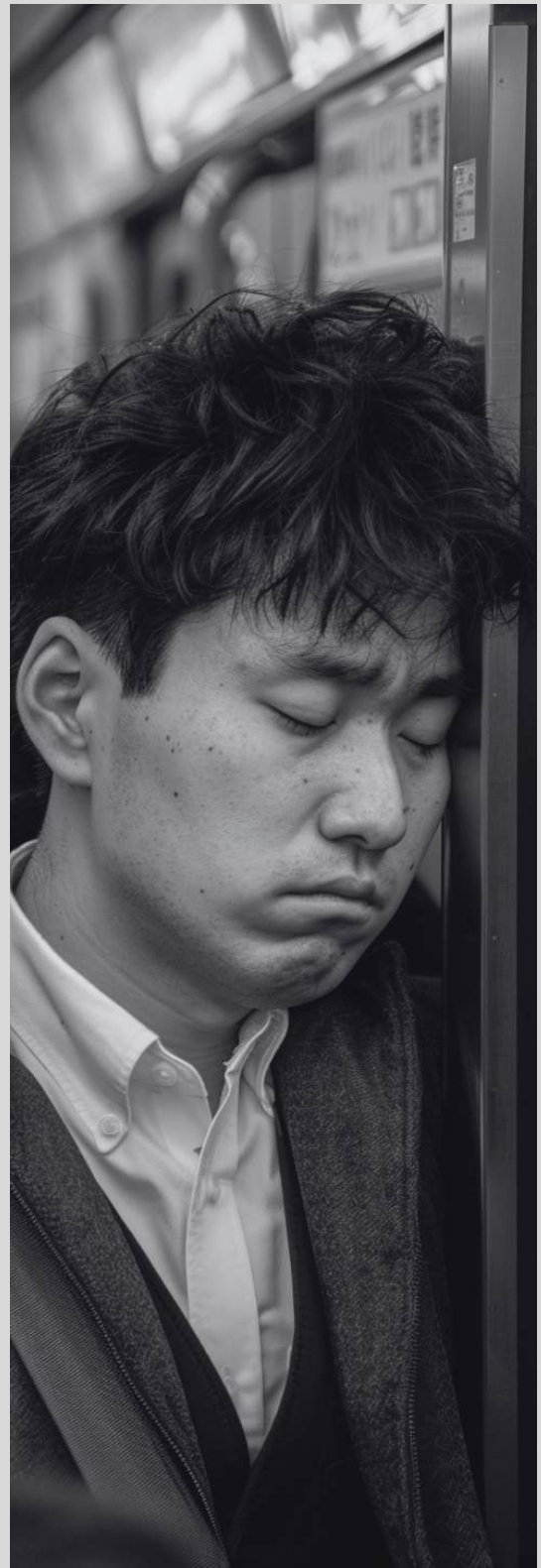
After a long or particularly challenging day at work, you can use this phrase to show understanding and camaraderie with your coworkers. It helps to build a supportive work environment by recognizing the shared challenges and encouraging mutual care.

Example:

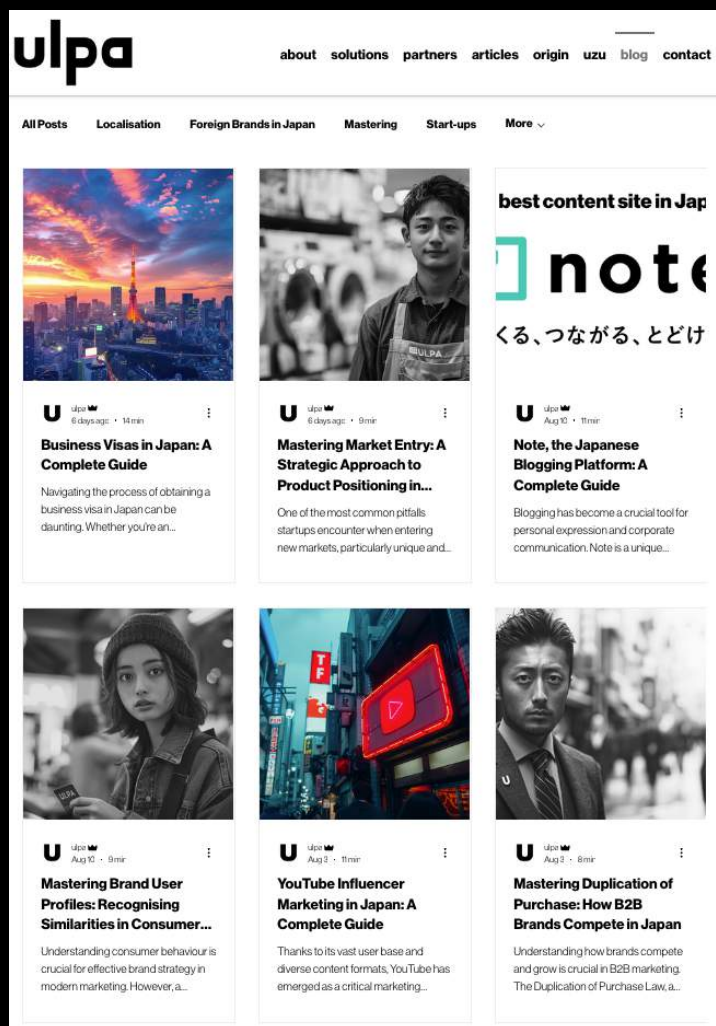
- Context: At the end of a long workday.
- Phrase: 今日の仕事も大変でしたね。お互い、無理はしないように気をつけましょう。
- Translation: "It was a tough day of work, huh? Let's not push ourselves too hard."

Cultural Note:

In Japanese work culture, acknowledging the effort of others and expressing concern for their well-being is an important aspect of maintaining harmony and positive relationships within the team. This phrase is a great way to show that you value your coworker's efforts and care about their health.



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