



**Valmont has chosen RealCRO as its agency of reference for marketing communications services in Japan.**

It is a big win for the young performance-driven agency considering its recent launch. RealCRO will be tasked with handling [Valmont cosmetics](#) and fragrance business in Japan.

RealCRO has created a dedicated unit for the client called "**RealCRO Beauty**" that will provide marketing communication & branding services, e-commerce expansion, social media content, audience & conversion management, event support, influencer marketing and advertising & media investment management. According to RealCRO it will draw on local knowledge and global mindset from leveraging RealCRO team members' cultural and professional diversity & expertise.

*"Valmont has enjoyed working with RealCRO on recent video and e-commerce content localization & optimization projects and we are very confident and excited by the possibilities this creates"* said **Tanna Dromard, General Manager at Valmont.**

*"As we enter a new stage of our development in Japan, we want to be able to rely on trusted partners like RealCRO."*

About the new partnership, **Kei Katagi, Senior Sales & Marketing Director of RealCRO,** added: *"RealCRO Beauty's mission is to help realise Valmont's growth ambitions by offering authentic, creative and experiential services that drive results, because our future depends on our clients' performance."*

As part of this new challenge, RealCRO has been mandated by Valmont Japan to organize the next exhibition to be held by **Valmont FONDATION** in Tokyo in 2019, a private Art foundation owned and managed by **Didier Guillon, President of Valmont Group.**