

Future Collective, Producer of TikTok Japan's 2023 Hawai'i Campaign, Leads Next Wave of Japan Tourism Beyond Expo 2025

Tokyo-based agency partners with governments and influencers to spotlight Japan's hidden regions after producing TikTok Japan's "Lōkahi Hawai'i."

SHIBUYA, TOKYO, JAPAN, September 9, 2025 /EINPresswire.com/ -- What happens to Japan's inbound tourism momentum now that Osaka Expo 2025 has ended?

“

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Danny Gallagher

[Future Collective, a Tokyo-based creative media and marketing company](#), is stepping forward with an answer. By combining cross-cultural expertise with influencer marketing and government partnerships, the agency is building a new playbook for how Japan presents itself to the world. From prefectural governments and DMOs to major tourism boards and private sector brands, Future

Collective is leading efforts to shine a spotlight on regions of Japan that remain overlooked yet rich in culture, heritage, and natural beauty.

Future Collective's strength lies in its multicultural DNA. Managing Director Danny Gallagher, a Honolulu-born producer now based in Tokyo, brings more than a decade of experience in tourism, hospitality, and youth culture marketing. His background as a Japanese-American allows him to fluidly navigate the space between Western and Japanese cultural contexts. Known as Future Collective's lead cameraman and video wizard, Julian Domanski has created, produced, and filmed major projects including Abroad in Japan's [mini-documentary with Academy Award-nominated actor Ken Watanabe](#), produced in collaboration with Chris Broad. His cross-cultural eye and technical mastery allow him to capture Japan in ways that resonate globally while honoring local authenticity. Sean Osada, a native of Japan, is an established model, actor, and talent with deep ties to the Japanese entertainment industry. Fluent in Japanese and immersed in domestic culture, Sean provides insider perspective and creative credibility to both Japanese and global partners.

The agency's philosophy is that cultural sensitivity is not an accessory to marketing but the foundation of it. Future Collective rejects one-size-fits-all campaigns and instead designs stories

that resonate across borders by respecting the nuances of language, tradition, and place. This approach has allowed the team to collaborate not just with global brands, but also with prefectural governments and local organizations that want their stories told to the world. Whether developing influencer campaigns that send streamers into rural Japan or working with tourism boards to showcase heritage sites, the agency focuses on building long-term value for communities that are often left out of Japan's global narrative.

A track record of global storytelling supports this vision. In June 2023, Future Collective produced [TikTok Japan's first-ever outbound travel campaign, "Lōkahi Hawai'i,"](#) which brought eight Japanese influencers to Hawaii to share cross-cultural experiences with millions of viewers. The project marked a milestone in TikTok Japan's strategy and highlighted Future Collective's ability to bridge Japan and the world through influencer-driven storytelling.

"The real Japan isn't just Tokyo or Kyoto," said Danny Gallagher, Managing Director of Future Collective. "It's the villages, the fishing towns, the mountain shrines, and the islands that most travelers never see. Our mission is to work hand in hand with governments, DMOs, and private partners to put these places on the map. By bringing in Western creators with massive global reach, we can highlight Japan's hidden regions in ways that inspire travel, drive economic benefit, and foster cultural appreciation."

Future Collective's strategy is built around the creator economy. The agency partners with some of the world's most recognized influencers, YouTubers, and Twitch streamers, designing experiences that are tailored for content while also grounded in respect for Japanese culture. By preparing creators before their trips and coordinating closely with local stakeholders, Future Collective ensures that campaigns avoid superficial tropes and instead tell meaningful stories. This dual focus on entertainment and authenticity makes the resulting content both globally engaging and locally respectful.

"As a filmmaker and father raising a child in Japan, I see how powerful authentic storytelling can be," said Julian Domanski, Co-director of Future Collective. "When I film a fisherman in a remote coastal town or a family at a countryside festival, I'm not just capturing footage—I'm building a bridge of understanding between Japan and the rest of the world. My goal is to use the camera not simply as a tool for marketing, but as a way to create empathy, connection, and respect."

In addition to tourism campaigns, Future Collective is active in entertainment, gaming, and fashion. The agency has worked with Western creators to spotlight Japanese cultural exports, helping intellectual property, brands, and traditions reach new audiences abroad. From luxury hotels and airlines to gaming experiences and artisan workshops, Future Collective leverages influencer-driven storytelling to present Japan in innovative ways. As interest in Japanese culture grows globally, the agency is positioning itself as a leader in connecting Japanese partners with the creators and audiences that matter most.

"Having worked for years as a model and actor in Japan, I know how much the media and

entertainment industries shape perceptions of this country,” said Sean Osada, Co-director of Future Collective. “What excites me about Future Collective is that we’re using those same tools to spotlight communities that would otherwise be overlooked. This isn’t just about tourism—it’s about helping Japanese people see their own regions with fresh pride, while inviting the rest of the world to discover something new.”

The timing is critical. With Osaka Expo 2025 concluding, Japan has captured the attention of international travelers, governments, and media. The question now is how to sustain that momentum. Future Collective positions itself as the partner that can carry the story forward—not with a single event, but with a consistent and strategic approach that builds long-term value. The agency is already in discussions with multiple prefectural governments and private sector brands to launch new influencer-driven campaigns in late 2025 and early 2026, designed to showcase hidden regions of Japan through the eyes of globally recognized creators.

Future Collective is a Tokyo-based creative media and marketing company specializing in cross-cultural campaigns that bridge East and West. By partnering with tourism boards, prefectural and municipal governments, destination management organizations, and private sector brands, Future Collective creates content that shines a light on lesser-known regions of Japan while engaging global audiences. From influencer activations to full-scale PR campaigns, the agency designs cultural storytelling that strengthens Japan’s presence on the world stage.

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