

## Leading Video Production Company in Kyushu

### Outline of company

Name: STEQQI  
CEO : WATCHARAINTHORN  
Address: APU Plaza Oita 2F, Room B  
Kiomachi 11-8, Beppu City, Oita, 874-0926, Japan  
TEL: +81-80-4288-3558  
URL: <https://ja-jp.facebook.com/steqqi>  
Established: April 2018  
Business outline: Video production, photography,  
consulting



STEQQI offers video production, photography and consulting services for overseas operations. I serve as CEO of this company and came to Japan from Thailand to study at Ritsumeikan Asia Pacific University (APU). After I graduated from the university, I established this company together with 2 friends.

Many people are interested in the name of our company. The origin and the pronunciation of this name is “suteki” in Japanese. We added a bit of design to the name in Roman characters and modified into “STEQQI”. “S” also includes the meanings of Strategy and Story, while “QQ” is similar to the shape of eyes. It represents our philosophy that we view the world through cameras and “view things from wide perspectives”.



We have employees from three countries (Thailand, Vietnam and Japan) in our company, which gives us an advantage that we count on diverse perspectives. Due to differences in cultures, habits and ways of thinking, the same work may give different impressions. Some might think that it is interesting, while others might think that it is not that interesting. We are striving to produce videos many people can be attracted to, keeping in mind that people have different values.

We mainly produce promotion videos. Among different promotion tools with videos companies can use, CM is likely to be seen by the most people. It is important to leave a strong impression in the memory of viewers in a short period of time (tens of seconds). CM can help viewers to take an interest in the company. On the other hand, a promotion video refers to a work longer than CM (about 2~3 minutes) which summarizes what a company wants to appeal. We can include explanation, but it is important to create a storyline which does not bore viewers and can transmit the message in an easy-to-understand way.



## From hobby to business

I started to film videos from the age of 13 as a hobby. Although I had a dream of working in video production in the future, starting a business was not in my sights in the beginning given my Japanese skills.

On the other hand, I had a feeling that I'm capable of leading a project based on experiences in creating a work in cooperation with others in a competition during my college years. Moreover, since few companies used to produce videos as a promotion tool, I thought that this was a chance of business. Others around me supported my idea, which generated an awareness of starting a business.

I learnt what I needed specifically to start a business through consultations with the Oita International Students Business Center (SPARKLE) and received support for preparations for starting a business.



## Business environments in Kyushu

Although we face some issues when we are doing a business, we have received warm support and cooperation in many cases. This is because we started business in a familiar place.

We had a trouble in understanding legal terms and preparing necessary documents before starting this business. However, we have received full support from SPARKLE and experts such as certified administrative procedures legal specialists.

Furthermore, I used to participate in competitions and produce promotion videos for APU even before I started this business so that people around me understood the quality and style of our videos. I really appreciate that we receive requests for production of videos from quite a few companies, even though we don't count on much human resource and we cannot spend much time and resources for negotiations, etc.

Moreover, business costs are relatively low in Oita so that production costs are kept lower in Oita than in big cities to create the same quality of videos. This is the reason why we receive requests from other areas.

We film videos mainly in some filming spots in Oita. We asked local residents and students of APU to participate in some videos. Moreover, we sometimes have multinational teachers and staff of APU view our videos and ask for their opinions from a wide variety of standpoints. We would like to appreciate the networks we have built in the future to advance the business in contact with people and environments in Oita and Kyushu.



NIPPON manufacturing film award Grand Prix  
"Ota ware: BELONG", Ota ware, pottery]

## STEQQI famous for promotion videos

I feel that promotion videos are not fully utilized as a PR tool to transmit advantages of companies and appealing characteristics of goods and services. We live in the age where anyone can easily film a video with his/her mobile phone or video camera. That is why some companies don't recognize the value of promotion videos and avoid spending costs for producing such videos. However, we are confident that our high-quality and well-structured videos based on stories can be useful for widely transmitting appeals aspects of companies.

Moreover, since our videos are produced mainly in Kyushu, we hope that many people view them and have a chance to get to know how charming Kyushu is. I don't want to forget connections with people, appreciation for them and, more than anything, the joy I feel when I produce videos which has not changed from the past. My goal is that this company grows to be a leading video production company in Kyushu.