

**Turning Japanese
Moms Beautiful**
 ~日本のママをキレイに~

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B-Three's
Current Core Customers

30's, 40's, 50's



Target Age Range

25 - 35



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Which is the most attractive
segmentation?

Have children / Have no children
 Married or Unmarried

Mom

40.7%



Mama Marketing Becoming Popular

SHARE

55%

Physical Sharing
 Online Sharing

Oh nice!




Mama Marketing Becoming Popular




Advantage of B-Three Pants

- ◆ Easy to move in.
- ◆ Makes your legs look beautiful.
- ◆ High quality pants
- ◆ Fits all shape and sizes

Selling Point

Emotional Benefit	Functional Benefit
Legs look amazing in these pants!	It's so easy to move in this!

What are the Worries and needs of mothers?

Body Shape After Childbirth	Easiness To Move
My stomach is still not back to normal!	I need clothes that is easy to move in to take care of my child!

B-three Pants meets the needs of mothers!

Functional Benefit	Emotional Benefit
Body shape	Easiness to move for childcare

B-Three Mama Contest

Support Moms

Childcare **Stylish**

B-Three Mama Contest

Support Moms

No.1 No.2 No.3 No.4

Choose 4 mom bloggers who are on the top of the list of "Ameba Mama Blog Ranking"

B-Three Mama Contest

Support Moms

1 2 3 4
Mom Bloggers

Cashprize **Status**

~ママだって夢がある~
美3 Mama Contest

Top What is 美3Mama? About B-Three Link

1 2 3 4

ウェブサイトで投票 Twitterで投票

ウェブサイトで投票 Twitterで投票

ウェブサイトで投票 Twitterで投票

ウェブサイトで投票 Twitterで投票

Share this: 602 10 people like this. Be the first of your friends.

B-Three Mama Contest

3 SNS

Ameba YouTube twitter

AAA STEPS

Awareness Apprehension Action

17

Awareness Apprehension Action

Through Ameba

Inform the existence of the contest and brand.

Do you know about B-Three?
 I'm actually competing in the **B-three mama contest!**

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Awareness Apprehension Action

Through several websites

Banner advertising

19

Awareness Apprehension Action

Through Magazines

B3 mom contest

20

Awareness Apprehension Action

!!

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Awareness Apprehension Action

Through YouTube

The movies that appeals functional benefit

It is easy to move in B-three pants

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Awareness Apprehension Action

Through Ameba

① The article that appeals emotional benefit

Look my legs beautiful?!

When I wear B-Three Pants My body shape look beautiful !

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Awareness Apprehension Action

Through Ameba

② The article that appeals B-Three pants is fashionable

Today's Coordinate
 Border x Stretch pants (B-Three IYASARE Jeans)
 I can mix and match this jeans with my whole wardrobe.

24

Awareness → Apprehension → Action

YouTube

25

Awareness → Apprehend → Action

Action 1. Voting

Action 2. Spreading

26

Awareness → Apprehend → Action

Through

~ママだって夢がある~
美3 Mama Contest

Vote!!

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Awareness → Understand → Action

Through

The content of voting is tweeted!

Tweets Favorites Following Followers Requests Lists

rinshim Pin
[B-Three Mama Contest] I support (Mikiko Kawasaki) mama by voting for her! b-threecontest.com @bthree #bthree #contest #mom #fashion
14 seconds ago

28

Awareness → Understand → Action

Through

Prizes to increase participating in voting...

Before: Well...

After: I want to vote!!

Special Coupon for voters
20% OFF

29

Awareness → Apprehend → Action

Action 1. Voting

Action 2. Spreading

30

Awareness → Understand → Action

Through

More and more people will know about B-three!

Tweets Favorites Following Followers Requests Lists

rinshim Pin
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14 seconds ago

B-Three?!

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But!!!

Contest Stops

Spreading of Information Stops

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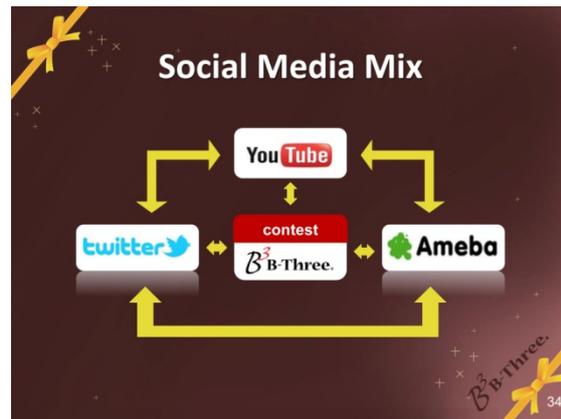
Continuous utilizing of SNS after the contest

Ex. 

Fashion Tips **Fashion Quiz**

Maintenance of followers and subscribers

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B-Three Mama Contest

Awareness → **Apprehension** → **Action**

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Buying

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Women are always beautiful!

Thank you for listening 😊

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川崎実希子・水田弥英・朴 甫涇・清水 鈴
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