



Beginning

For the next 12 minutes, please imagine that you are a boy named **Shin-chan**.

2

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Beginning

You have a girlfriend, and it is almost your 6 month anniversary, so you want to do something special for her.

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Beginning

But you are having problems trying to think up a **good date course**.

4

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Beginning

However, Shin-chan, **you are not the only one struggling with this issue!!**

5

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Situation Analysis

**JAPAN**

KOBE DISTRICT KANTO DISTRICT

6

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Situation Analysis

We conducted a survey and found Japanese men in their 20s and 30s living in the Kanto district faced the same problem.

We asked "Do you struggle with planning a date course?" 85% responded with:

NO YES

n=45 2012.11.17.~19.

7

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Situation Analysis

We conducted a survey and found Foreign men in their 20s and 30s living in the Kanto district faced the same problem.

We asked "Do you struggle with planning a date course?" 78% responded with:

NO YES

n=38 2012.11.17.~19.

8

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Situation Analysis

**JAPAN**

KOBE DISTRICT

KANTO DISTRICT

9

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Situation Analysis

We found that on the other hand, in Kobe, Harborland was facing 2 problems

**Problem 1:** Not well known.

**Problem 2:** People are not making full use of all of the facilities.

10

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Situation Analysis

Not many people realize how much potential Harborland has as a date spot!

11

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Situation Analysis

Good place to go on a date!

**MOSAIC Amusement**

12

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Situation Analysis

I want to go Here!

**Concerto Cruise ship**

13

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Situation Analysis

I wish my boyfriend would take me here!

**Renga Soko Restaurant**

14

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Strategy

Both Japanese And Non-Japanese!

We created a campaign to draw these struggling men in their 20s and 30s from the Kanto district to Harborland!

15

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Strategy: Targeting

DEFINING OUR TARGET MARKET:

1. Japanese men in Kanto in their 20s and 30s
2. Foreign men in their 20s and 30s studying Japanese

16

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**Strategy: Promotion**

**OUR JAPAN-FOCUSED PROMOTION**

1. Youtube video (× Hougén Kanojo)



2. Phrase Contest



17

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**Strategy: Promotion**

**Youtube video (× Hougén Kanojo)**

**Parasonic**  
 The Hougén Kanojo advertisement for their electric shaver LAMDASH used 30 different girls in different dialects to promote on YouTube. The sales of this shaver dramatically increased.

This campaign has 3 strong points:

- Different scenarios make it easier for men to find one they like
- The females are attractive
- Men feel comforted by looking at it



18

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**Strategy: Promotion**

We plan to make a parody of Hougén kanojo advertisement. We uploaded a sample of our video on Youtube.

The points of our video

1. A cute girl saying "If you take me to see Harborland's night view, I will love you even more!" in Kobe dialect.
2. "Why don't you take your girlfriend to Harborland?"

**Youtube video (× Hougén Kanojo)**



19

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**Strategy: Promotion**

**Intention of the Facebook contest:**

1. Make the viewers post on Facebook phrases they want the Hougén Kanojo to say in dialect.
2. The top three people with the most "likes" on Facebook will receive prizes related to Harborland attractions.

**Prizes:**

- 1st Free trip to Harborland (hotel included)
- 2nd Free ticket for 2 on the Concerto
- 3rd A Happy Harbie key holder

This will make people more interested in participating!



20

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**Strategy: Promotion**

**COST OF PROMOTION**

ITEM	Cost
Phrase Contest Prizes	30,000 yen
Cost of Filming Commercial (staff, props)	430,000 yen
Cost of Filming Seminar (staff)	400,000 yen
Cost of Transportation for Sample Couples (1 year)	480,000 yen
Cost of labor creating date plans/SNS	56,700 yen

A GRAND TOTAL OF: 1,396,700 yen!!

21

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**Strategy: Promotion**

**OUR FOREIGN-FOCUSED PROMOTION**

1. 10-minute online seminar about Kansai dialect on YouTube video.
2. Insert Hougén Kanojo commercial

22

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**Strategy: Using More SNS**

**USING MORE SNS**

1. Facebook



2. Mixi



23

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**Strategy: Using More SNS**

There are 900,000,000 users in the world. This means, there are many people who are not used to Japanese.

We will make 2 Harborland Facebook fan pages! One for Japanese viewers, the other for non-Japanese viewers.



24

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Strategy: Using More SNS

### What We Mean by Sample Date Plans on Facebook

SAMPLE DATE PLAN FOR A GIRLFRIEND WHO LOVES TO SHOP

25

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Strategy: Using More SNS

- We plan to pick voluntary couples through Facebook to visit Harborland facilities using our sample dates (financial support included as an incentive)
- The job of the selected couple:
  - Take pictures of their date
  - Write a mini-summary briefly explaining what was good and bad

26

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Strategy: Using More SNS

Why is this effective

Answer: Having real couples give real feedback is **CONVINCING**. Men can use these date plans as a reference for their own date course! We plan to conduct this in **ONE MONTH INTERVALS**

27

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Strategy: Using More SNS

We will make a discussion board for love problems (恋愛お悩み相談室) for our Japanese viewers

MIXI DISCUSSION BOARD

28

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Strategy: Using More SNS

### What do we mean by discussion board?

- A men-only Mixi community
- Discussion Room for love problems and potential date plans

What will we post about?

29

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Strategy: Using More SNS

Percentage of People Going By Their Real Name on SNS

- Facebook 84%
- Twitter 23%
- Mixi 22%

Percentage of People Befriending Those They Know in Real Life on SNS

- Mixi 81.5%
- Facebook 60.3%
- Twitter 48.0%

This allows for more in-depth connections on Mixi

Easier to discuss private worries freely.

30

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Strategy: Using More SNS

Good!

MIXI DISCUSSION BOARD

31

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Strategy: Using More SNS

What are the benefits?

Answer: People interacting will influence each other and be honest about their opinions. This will create a good image for Harborland!

32

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