



Beginning

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

2

2012/12/12 KEIO University Akinori ONO's Seminar

Beginning

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

3

2012/12/12 KEIO University Akinori ONO's Seminar

Beginning

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

4

2012/12/12 KEIO University Akinori ONO's Seminar

Beginning

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

5

2012/12/12 KEIO University Akinori ONO's Seminar

Situation Analysis

JAPAN

KOBE DISTRICT KANTO DISTRICT

6

2012/12/12 KEIO University Akinori ONO's Seminar

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:

n=45
 2012.11.17.~19.

7

2012/12/12 KEIO University Akinori ONO's Seminar

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:

n=38
 2012.11.17.~19.

8

2012/12/12 KEIO University Akinori ONO's Seminar

Situation Analysis

9

2012/12/12 KEIO University Akinori ONO's Seminar

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

2012/12/12 KEIO University Akinori ONO's Seminar

Situation Analysis

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

11

2012/12/12 KEIO University Akinori ONO's Seminar

Situation Analysis

Good place To go on a date!

12

2012/12/12 KEIO University Akinori ONO's Seminar

Situation Analysis

I want to go Here!

13

2012/12/12 KEIO University Akinori ONO's Seminar

Situation Analysis

I wish my boyfriend would take me here!

14

2012/12/12 KEIO University Akinori ONO's Seminar

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

2012/12/12 KEIO University Akinori ONO's Seminar

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

2012/12/12 KEIO University Akinori ONO's Seminar

Strategy: Promotion

OUR JAPAN-FOCUSED PROMOTION

1. Youtube video (× Hougen Kanojo)



2. Phrase Contest



17

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Promotion

Youtube video (× Hougen Kanojo)

Parasonic
 The Hougen 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

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Promotion

We plan to make a parody of Hougen 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 (× Hougen Kanojo)



19

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Promotion

Intention of the Facebook contest:

1. Make the viewers post on Facebook phrases they want the Hogen 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

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Promotion

OUR FOREIGN-FOCUSED PROMOTION

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

22

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Using More SNS

USING MORE SNS

1. Facebook



2. Mixi



23

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Using More SNS

What We Mean by Sample Date Plans on Facebook

SAMPLE DATE PLAN FOR A GIRLFRIEND WHO LOVES TO SHOP

25

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

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

2012/12/12 KEIO University Akimori ONO's Seminar

Strategy: Using More SNS

Good!

MIXI DISCUSSION BOARD

31

2012/12/12 KEIO University Akimori ONO's Seminar

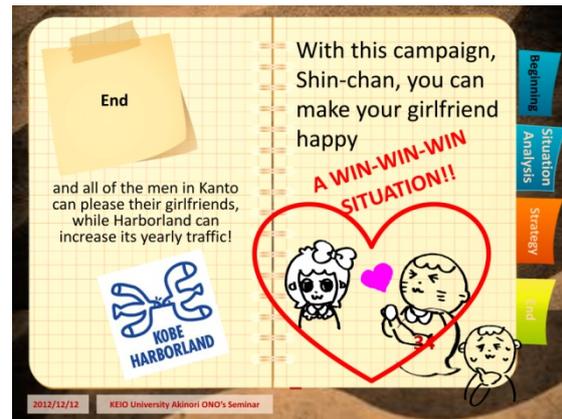
Strategy: Using More SNS

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

2012/12/12 KEIO University Akimori ONO's Seminar



全先伸一・石井隆太・ダーリン・イェン・オード・水田弥英（第9期生）
2012年度第2回神戸外大マーケティングコンテスト準優勝プラン
「How to Win Over a Girl's Heart」