

Wanna Walk One Station
 With GIRO
 GIROといるとき ちょっとヒトエキ

TRUST US!!!
 CONSULTANTS

HELP ME!!!
 ASICS STAFF

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通勤ウォーキングで快活に

毎日30分心身リセット

2013/04/20 Nikkei-Shinbun

impossible

3

Wanna Walk one Station With GIRO

4

GIRO といるとき ちょっとヒトエキ

5

TARGETING

6

purpose

Increase the sales by 20%

TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2

7

New market

40s~ female's market

Current target

20s~30s female's market

New target

TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2

8

Targeting

20s~30s lady's market



The young become loyal customer in the future.

GIRO's new design is for the young.



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 9

BACKGROUND



10

OIOI Lakuchin-Kirei-Pump	ASICS GIRO	Cole Haan Chelsea Pump
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CONCEPT

- It is easy to walk
- walking
- You can run

PROMOTION

- Youtube x 20,000
- Youtube x 7,000
- Collaborate with famous designer



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 11

PROBLEMS



12

Product
The concepts are similar.

Promotion
Not for the young female.



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 13

STRATEGY1

—THE CONCEPT OF GIRO—



14

Product
The concepts are similar.

NEW!
Daily walking
Commute walking



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 15

28%

of the female workers exercise after their work is done




TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 16

MAPION Co. 2009 http://blog.mapion.co.jp/release/2009/04/03/347_13156.html



GIRO × のりレージ

GIRO といるとき
 ちょっとヒトエキ

気分がいいときは運動のために、落ち込んでいるときは気分転換に、GIROと一緒にヒトエキつきませんか？
 GIROとあるけば、のるも、健康も、素敵な商品も、あなたのもの。

※乗車区間で降りると10のるも、定期外で降りると20のるも、さらに最寄り駅1つ前の駅で降りると15のるも！ヒトエキついでに買収品も貰えます！

Body's New Collection

Passenger Marketing

Almost passengers don't have a concrete destination these days. If advertisement give them purpose, they follow that.

JR Higashinohon <http://www.jeki.co.jp/doushu>

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Body's New Collection

We propose commute walking.

Women-only Carriage of Tokyu

1,159,350 passengers per a day
 The number of 20s~40s women passengers

¥2,350,000 per a month
 Advertising Cost

We can carry out the advertisement effectively.

TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 22
 AGASHI Co. <http://www.orfcom.co.jp/special/nyokkyu/>

STRATEGY2

—THE CONCEPT OF GIRO—

Twitter and Facebook icons

23

93 %
 of the smartphone users use apps.

BACKGROUND TARGET PROBLEM STRATEGY1 STRATEGY2 STRATEGY2 24
 MMD LABO http://mmd.jp/date.no.jp/news/detail.php?news_id=1297

What is this?
Gamified App
 released by Tokyu

How do you use this?
Install→Ride→deposit
→Reward

BACKGROUND TARGET PROBLEM STRATEGY1 STRATEGY2 STRATEGY2 25

Game mechanics

- 1 You get 10 *Nolulu* points if you use Tokyu-line in the range of your season tickets
- 2 You get 20 *Nolulu* points if you get off at any stations outside the range of your season tickets

BACKGROUND TARGET PROBLEM STRATEGY1 STRATEGY2 STRATEGY2 26

We create new rules!

You get 15 *Nolulu* points
 If you get off at one station back from the nearest station, and...

(a) You tweet with “# walkwithGIRO,” or
 (b) You push “like” button on the Facebook of *Nolulu*.

TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 27



Future view

TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 29

Imagine

A Phrase will be popular among office ladies

30

Wanna walk one station with GIRO?

(GIROといるとき ちょっとヒトエキ)

31