

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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新しい通勤ウォーキングの常識を知ろう

11830円 4000円以上お得

通勤ウォーキングのメリット

毎日30分心身リセット

2013/04/20 Nikkei-Shinbun

impossible

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Wanna Walk one Station With GIRO

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GIRO といるとき ちょっとヒトエキ

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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



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

CONCEPT

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

PROMOTION

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



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 11

PROBLEMS



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Product
The concepts are similar.

Promotion
Not for the young female.



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 13

STRATEGY1

—THE CONCEPT OF GIRO—



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Product
The concepts are similar.

NEW!
Daily walking
Commute walking



TARGET BACKGROUND PROBLEM STRATEGY1 STRATEGY2 15

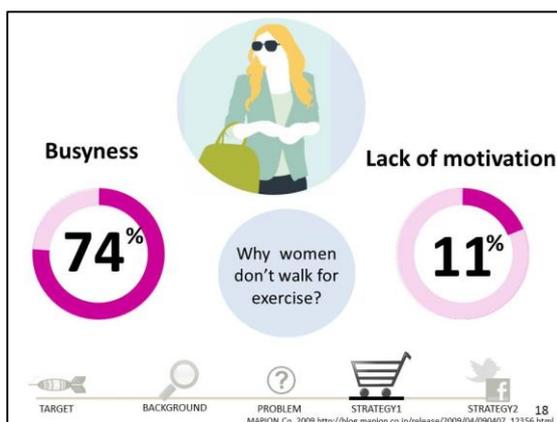
28%

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/2009/04/09/0407_13354.html



GIRO × のりレージ

GIRO といるとき
 ちょっとヒトエキ

気分は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。

定期券区間で降りると10のる、定期外で降りると20のる。さらに最寄り1つ前の駅で降りると15のる！ヒトエキついてる賞状と商品もゲット！

Ready's New Collection

Passenger Marketing

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

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

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Ready'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
 ASASHI Co. <http://www.orfcom.co.jp/special/nyokin/>

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.up-date.ne.jp/news/detail.php?news_id=1097



ののレレージ

What is this?
Gamified App
 released by Tokyu

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

BACKGROUND TARGET PROBLEM STRATEGY1 STRATEGY2 STRATEGY2 25



ののレレージ

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

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Wanna walk one station with GIRO?

(GIROといるとき ちょっとヒトエキ)

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