

### Problem on Mets Cola

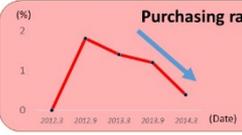
**New FOSHU drinks**



Green BOS    Pepsi    Healthya coffee

Competitors started selling non-tea FOSHU drinks.

**Purchasing rate of Mets Cola**



... continues decreasing.

(source, congress secretariat)

Background Target App Ambassador Contest Benefit Budget 10

### KIRIN concept

**KIRIN**

KIRIN aims to supply products to consumers with the "value business" concept.


+


KIRIN should promote new value added of Mets Cola by new means.

Background Target App Ambassador Contest Benefit Budget 11



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### Our target

**KIRIN**



30s~50s men



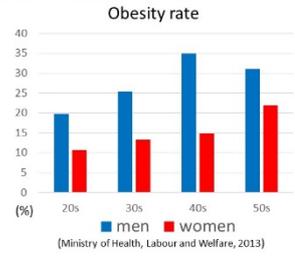
Our target

I want to lose weight, but I want to drink cola...

Target App Ambassador Contest Benefit Budget 13

### Why?

**Obesity rate**



(Ministry of Health, Labour and Welfare, 2013)

30s... **25.4%**

40s... **34.9%**

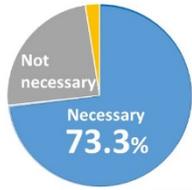
50s... **31.1%**

Men range from 30s to 50s have higher obesity rate.

Target App Ambassador Contest Benefit Budget 14

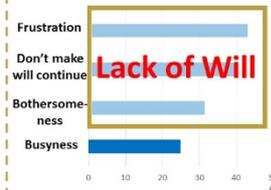
### Problem on diet

'Do you think if it is necessary for you to diet?'



(DIMSDRIVE, 2007)

'Why did you give up diet?'



(Economic News, 2015)

Someone is needed to support men to diet.

Target App Ambassador Contest Benefit Budget 15

### Supporters of Dad's diet

## Family



- is the closest persons to dad.
- is able to manage dad's diet.

Family has a potential to support Dad to diet!

Target App Ambassador Contest Benefit Budget 16

### Family evaluation of fat dads

'Which part of your dad's body that you dissatisfied with?'



(Osu no chikara suishiniinkai, 2010)

'What kind of daddy is unpleasant?'



**64%**

(MotepapalAB, 2015)

91% of moms feel dissatisfied with the stomach of their dads.

Children hate a fat dad.

Target App Ambassador Contest Benefit Budget 17

### The dual target strategy

I want to lose weight and become a cool dad, but I can't diet alone...

Don't worry. We support you! Let's buy Mets Cola!

By promoting Mets Cola directly not only dads but also their families, KIRIN may succeed in promoting value added!

Target App Ambassador Contest Benefit Budget 18



### Outline of our plan

Develop the diet mobile application

Appoint the brand ambassadors

Hold "Mets Daddy Contest"

App Ambassador Contest Benefit Budget 20

### App ~① Body management~

This function makes it possible for dads to confirm his own data, which is necessary for diet.

Dad can learn more about his weight lose efforts.

App Ambassador Contest Benefit Budget 21

### App ~② Information sharing~

The dataset of Dad's effort and performance is sent to and shared with Mom and Kids.

By the monitoring of the family, dad will be motivated to go on diet.

The monitor of the family motivate dad to go on diet.

App Ambassador Contest Benefit Budget 22

### App ~③ Message banking~

Family messages motivate dad to diet.

App Ambassador Contest Benefit Budget 23

### App ~④ Diet Ranking~

By using the ranking function, Mom can compete with other moms in nationwide.

Rank	Name	Score	Ages
1	Deburian	60	38
2	Okawari	58	44
3	Bububu	56	42
4	Tarutaru	55	29
5	Potya	53	35

The score is determined by

- calories consumption
- inhibited fat with Mets Cola
- Mets Cola consumption

Mom will be motivated to support dad's diet.

App Ambassador Contest Benefit Budget 24

### App ~⑤ Mets Points~

The family can accumulate **Mets Points**.

Accumulating Mets Points

- to scan a QR code
- to achieve dad's goals

Redeeming Mets Points

- bottles of Mets Cola
- Healthy foods
- Housewares

The Mets point

Mom will encourage dad to diet to get Mets points.

App Ambassador Contest Benefit Budget 25



### Brand Ambassadors

Let's Mets!! パパをもっとかっこよくしよう

We appoint family entertainers as ambassadors!

Ambassador Contest Benefit Budget 27

### Ambassador on TV

- デブさすがに癒せる! そんなこと言われても、無理だよー
- それなら、メッツコーラ飲みなよ! 何かダイエットを手伝ってくれるらしいよ。
- Let's メッツ!
- 家族みんなで、お父さんのダイエットを応援しよう!

Ambassadors perform an ideal Mets family.

Ambassador Contest Benefit Budget 28

### Ambassadors on SNS

On twitter and f

木下優樹菜 @yukinakinoshita  
 ふじもんがメッツダイエット頑張ってる! 応援してるぞ~

Ambassadors send the information of Mets Daddy campaign.

Ambassador Contest Benefit Budget 29



### Mets Daddy Contest

“Mets Daddy Contest” ~Whose daddy is the coolest?~  
 No.1 山田太郎パパ(ランキング1位 1000pt) No.2 鈴木次郎パパ(ランキング2位 900pt)

Only dads highly ranked in the ranking system can participate in the contest.

The contest winner is the dad who have lost weights most drastically.

Contest Benefit Budget 31

### Mets Daddy Contest

On Ameba

プロフィール  
 Mets  
 メッツ daddy コンテスト 実行委員会

記事一覧  
 メッツ daddy コンテスト  
 No.1 山田太郎パパ

Before After

自己紹介:  
 メッツ daddy コンテストの運営です。みなさん、投票お願いします!

最新の記事  
 参加者紹介

このパパに投票する

Holding the contest will encourage dads to go on diet.

Contest Benefit Budget 32



### A benefit of KIRIN

## KIRIN

- ・By regarding not dads but also **their families as the target of our promotion**, KIRIN can promote them dads diet.
- ・By promoting dads diet, KIRIN can **raise the repeat rate of consumers**.

KIRIN can increase the sales of Mets Cola by 20%!!

Benefit
Budget
34

### Benefits

<b>KIRIN</b> can Increase the sales of Mets Cola by 20%.	<b>Dad</b> can ・Lose his weight. ・Be liked more by his family.	<b>Family</b> can Making their Dad cooler.
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All become happy!!

Benefit
Budget
35



# B

## udget

### Budget

15,000,000

7	8	9	CE	↻
4	5	6	X	M+
1	2	3	-	M-
0	.	/	+	=

#### Mobile Application

Initial developing cost	10.0 million yen
Operating cost	2.0 million yen
Server	1.5 million yen
Promotion of app	1.5 million yen
<b>Total</b>	<b>15 million yen</b>

Budget
37

### Budget

16,000,000

7	8	9	CE	↻
4	5	6	X	M+
1	2	3	-	M-
0	.	/	+	=

#### Ambassadors

TV commercial	6.0 million yen
Ameba blog, Twitter	10.0 million yen
<b>Total</b>	<b>16 million yen</b>

Budget
38

### Budget

1,000,000

7	8	9	CE	↻
4	5	6	X	M+
1	2	3	-	M-
0	.	/	+	=

#### Mets Daddy Contest

Operational cost	1.0 million yen
<b>Total</b>	<b>1 million yen</b>

Budget
49

### Budget

32,000,000

7	8	9	CE	↻
4	5	6	X	M+
1	2	3	-	M-
0	.	/	+	=

Application	15 million yen
Ambassadors	16 million yen
Contest	1 million yen
<b>Total Budget</b>	<b>32 million yen</b>

Budget
40



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## hank you for listening

