

A red leather suitcase with gold-colored metal hardware, including a handle and a latch, is shown in the background. The suitcase is slightly open, revealing a red interior. The text is overlaid on the suitcase.

Brand Recognition and Attachment Strategy Using the New Tag and App System

Team ALL NIGHT

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1. The Goal of Our Plan

2. Strategy for Brand Recognition

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4. Benefits

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The Goal of Our Plan

1.1 Toyooka Kaban: Potential power brand 3

Look at this picture.
All of them are carrying bags!



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1.1 Toyooka Kaban: Potential power brand 4

And, according to a survey, half of these bags may be made in Toyooka City!!



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1.1 Toyooka Kaban: Potential power brand 5

- 70 % of domestically produced bags are made in Toyooka City, of which especially excellent items are called as “Toyooka Kaban (Toyooka bag)”.
- Toyooka Kaban is a potential power brand with extremely **high quality!**



1.2 Toyooka Kaban: Unknown brand

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However, few people know Toyooka as the city of high-quality and high-quantity bag production.

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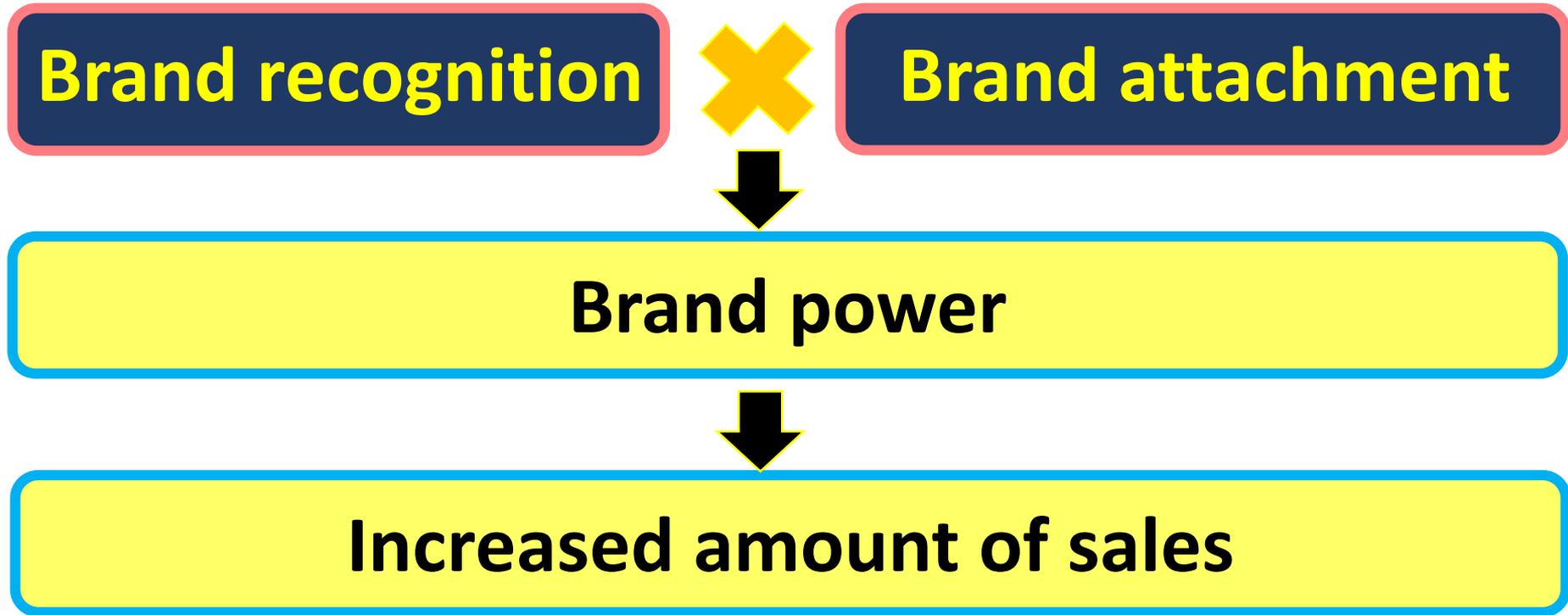
To become a strong brand,
Toyooka Kaban should achieve
(1) brand recognition and
(2) brand attachment.

Brand recognition

Toyooka Kaban should
be known by
potential customers!

Brand attachment

Toyooka Kaban should
be preferred to
competing brands by
potential customers!



By achieving brand recognition and attachment, Toyooka Kaban will become a power brand and, as a result, the amount of sales will increase!



Strategy for Brand Recognition

Small, illegible text on a plaque or label in the foreground.

2.1 Why is Toyooka Kaban unknown?

The reason that customers are unaware of Toyooka Kaban is simple: The logo and, therefore, the name of Toyooka Kaban do not appear on the items!

Toyooka Kaban



Louis Vitton





The logo
inside!



The logo
too small!

In most cases, the Toyooka Kaban logo is put inside the bags or is too small. It may be because the manufacturers think that the logo does not fit the design of their bags.

2.2 Why is the logo hidden?

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Actually, Toyooka Kaban bags have different images from each other. Therefore, it is difficult for the Toyooka Kaban brand to build a unique brand image.

Nakashima store

...sells mini dulles.



Different images!



Masumi hounou

...sells willow baskets.



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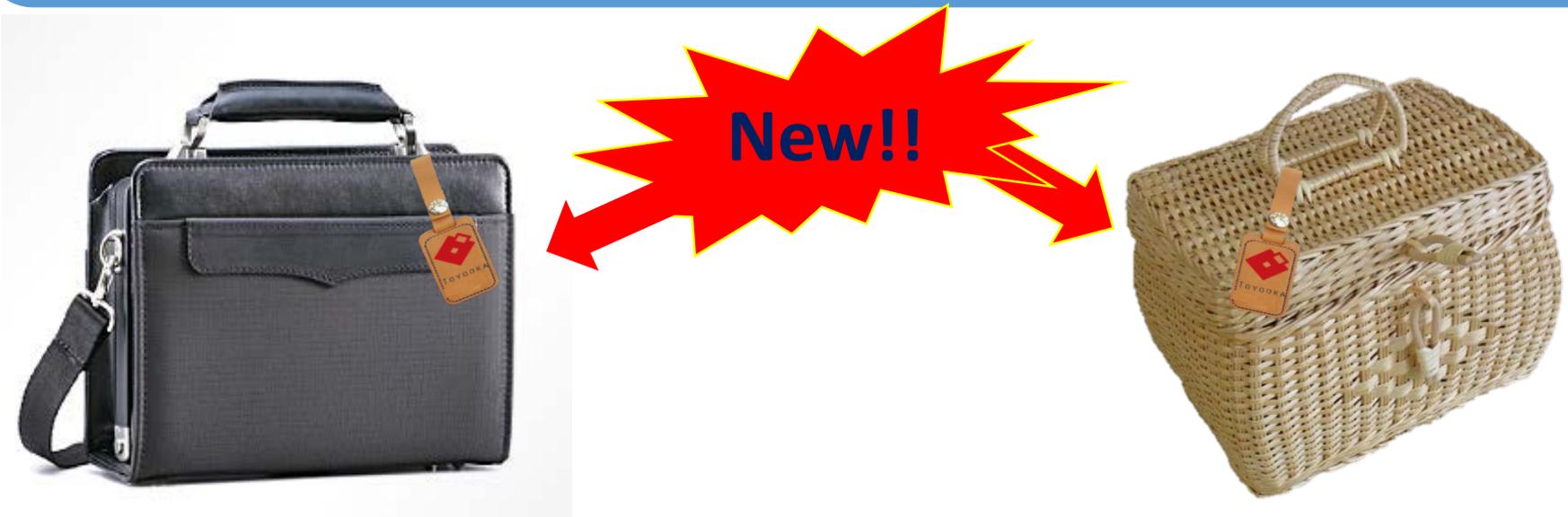
Benefits

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Instead of trying to put the logo on all Toyooka bags, we propose the new tag system for the Toyooka Kaban brand!



Unlike the logo on the bags, the tag hanging down the bags hardly destroys the image developed by each manufacturer.

We call the new tag...

Toyooka Tag!!



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Before



The logo inside or too small

After



Larger than before

Outside the bag

Because new Toyooka Tag stands out, consumers can recognize that the bag is a Toyooka Kaban's bag!

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Before

There are so many people walking with a Toyooka Kaban's bag. But, they do not recognize the fact...



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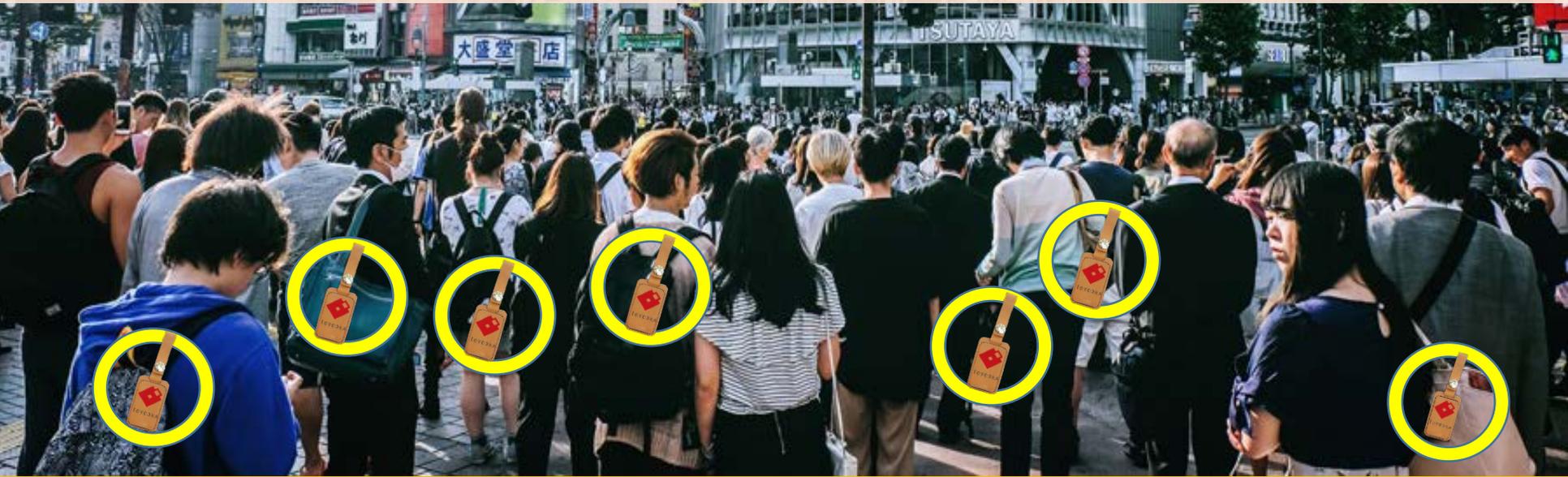
Budget

Conclusion



After

With the new tag, people get to know the fact that there are so many people love to use Toyooka Kaban, and they themselves use Toyooka Kaban habitually!



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After

With the new tag, people get to know the fact that there are so many people love to use Toyooka Kaban, and they themselves use Toyooka Kaban habitually!



Brand recognition is achieved!!

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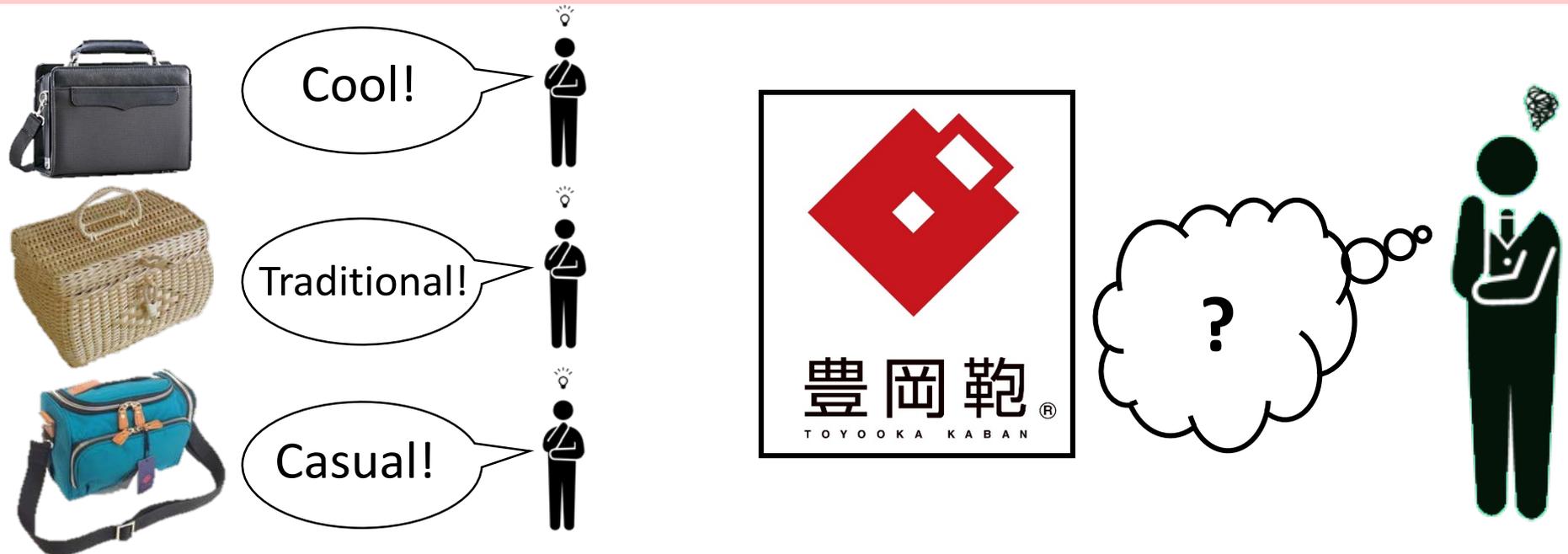
Conclusion





Strategy for Brand Attachment

Because each bag has different appearance, consumers do not perceive a consistent brand image for Toyooka Kaban.



3.2 What is Toyooka Kaban for customers? 21



Every time I go outside,
my bag is beside me!

Tiring business



Comfortable holiday

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Problem

Even though Toyooka Kaban's bags are beside consumers at any time, the fact are not being conscious of. And, therefore, Toyooka Kaban never being attached favorable feelings to...

How can we let customers evaluate
Toyooka Kaban positively?

Our answer is...

Brand attachment



Toyooka Kaban should give up building
a **consistent brand image** and try to
strengthen **brand attachment**.

Brand attachment is defined as emotionally charged bonding between consumers and brands.

While brand image is often formed by manufacturers, brand attachment is typically formed by each customer through his or her **experience!**

To strengthen brand attachment, we propose a plan to promote customers creating experience with Toyooka Kaban!

The plan is...

Gamification

Gamification can be defined as a way to encourage users to make a particular act using the mechanism of games that attracts people.

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We call the new game...

Toyooka GO!!



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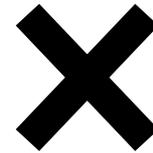
Budget

Conclusion

An IC tip is put inside Toyooka Tag.

The IC tip is to be connected to the app

IC tip
Inside!



First functions of Toyooka GO

Route tracing

Gaining points

Special check-in places

Expressing the feelings

Passing-through communication



Pip!!

Check in!

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Night

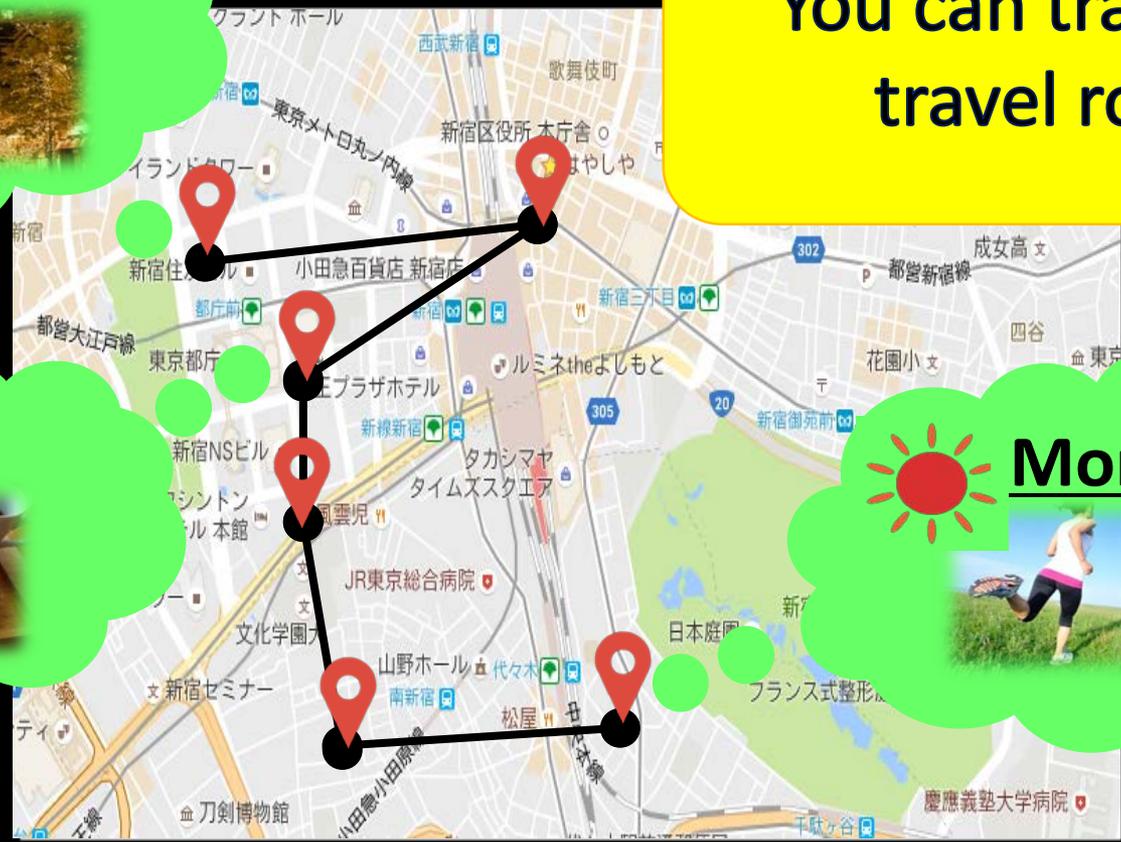


You can trace your travel route!

Noon



Morning



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Night



Wow! I went to many places with my Toyooka Kaban!

Noon



Morning



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Jan. 15: Weekend travel

Jan. 17: Commute travel

Looking back
my routes is
so fun.

I traveled so
many places
with my
Toyooka Kaban!

Jan. 19: Jyoshikai travel at n... Jan. 21: ...



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Second function of Toyooka GO

Route tracing

Gaining points

Special check-in places

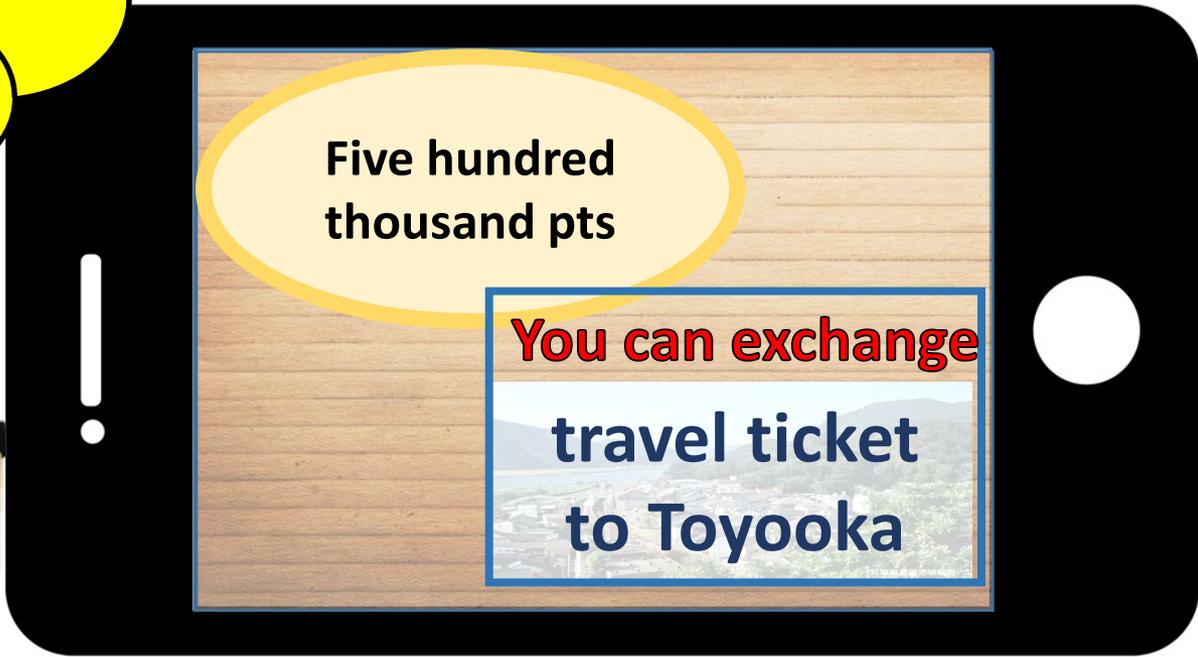
Expressing the feelings

Passing-through communication

You can get 1 point per 1 km!



I got so many pts!
I want to use
these points!



Toyooka Kaban customers can go to Toyooka City using the pt.

Third function of Toyooka GO

Route tracing

Gaining points

Special check-in places

Expressing the feelings

Passing-through communication

A retail store that sells Toyooka Kaban bags



Bonus points are given if the customer check in places related to Toyooka Kaban.

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Bonus points are given to the customer check in places related to Toyooka Kaban.

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Fourth function of Toyooka GO

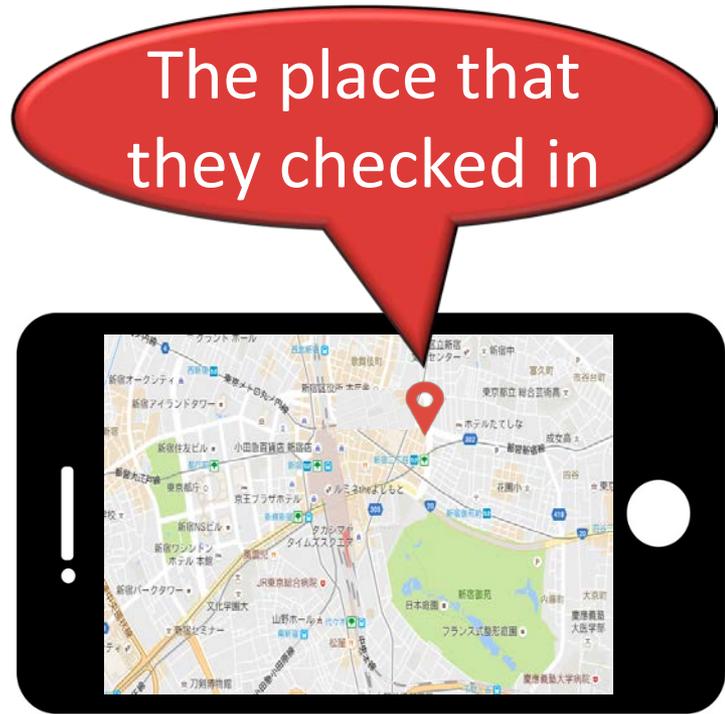
Route tracing

Gaining points

Special check-in places

Expressing the feelings

Passing-through communication



The Goal of Our Plan

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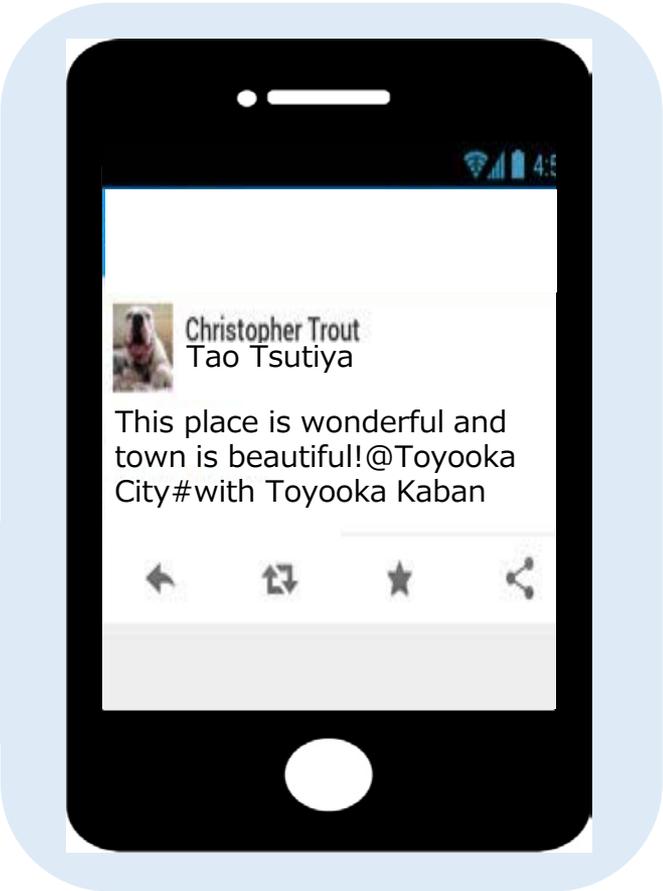
Strategy for Brand Attachment

Benefits

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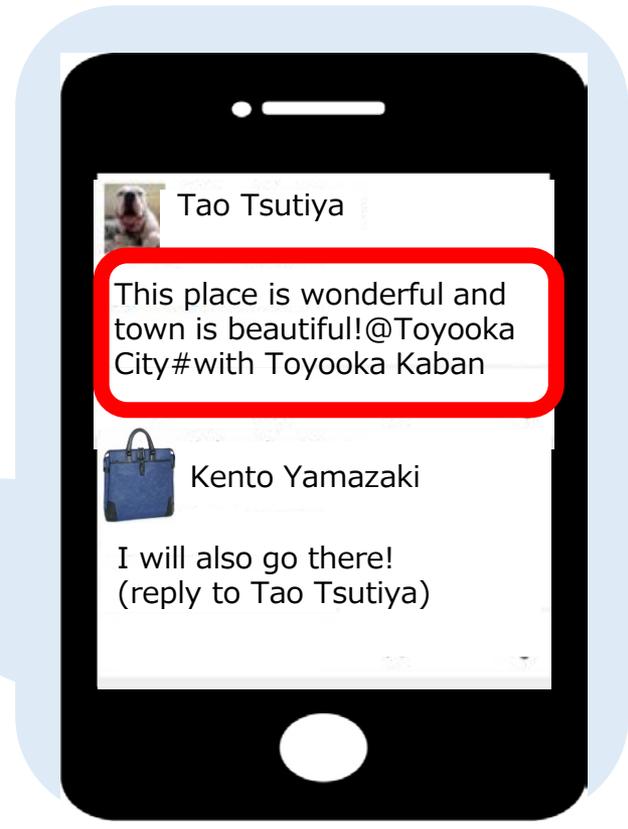
Conclusion



I got a tweet!
It's nice!

I'll reply to her
tweet!

In the Time Line...



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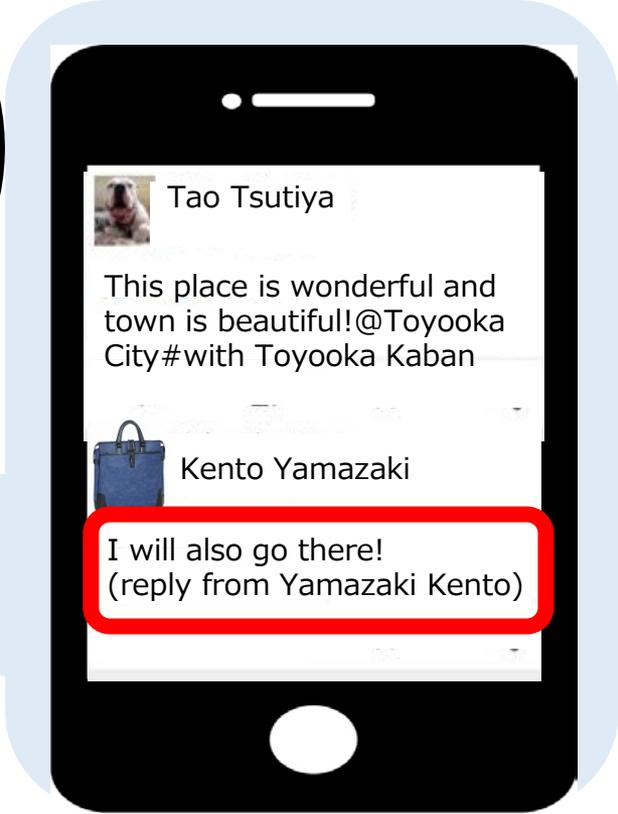
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In the Time Line...



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Fifth functions of Toyooka GO

Route tracing

Gaining points

Special check-in places

Expressing the feelings

Passing-through communication

3.11 Function 5: Passing-through communication 45

When sightseeing...

I'm having fun
sightseeing!

But, where should
I go next?



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3.11 Function 5: Passing-through communication 46

I've got an incoming
vibe right now!

...suggesting someone with
his Toyooka Kaban has
passed through!



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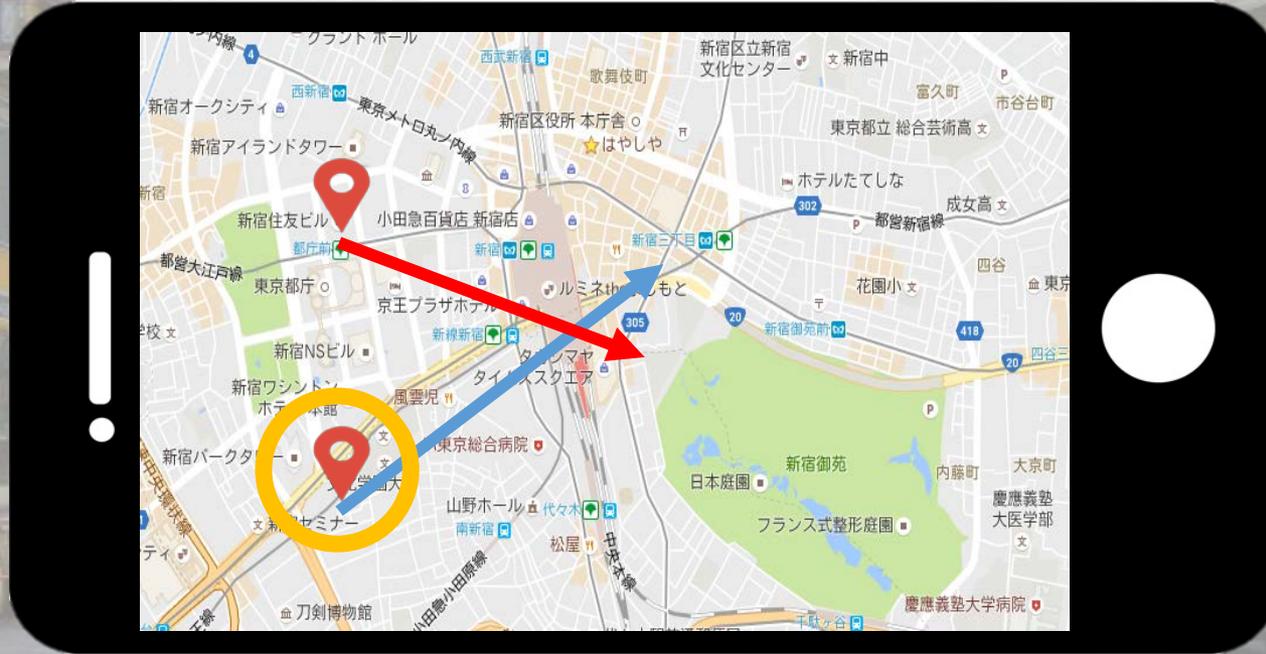
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3.11 Function 5: Passing-through communication 47



With the function, these two Toyooka Kaban customers can get information about where each other has checked in recently.

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3.11 Function 5: Passing-through communication 48

Wow! Someone has been to the place where I have never been to!

I must go there!



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Before

She may live a boring life alone;
boring commuting, boring holiday, boring sightseeing.



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After

With Toyooka GO, her Toyooka Kaban's bag will be a partner that is always beside her and, therefore, she strongly attaches her feeling with Toyooka Kaban!

You're not alone!
I'm always beside you
and make you happy!!



Strategy for
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After

With Toyooka GO, her Toyooka Kaban's bag will be a partner that is always beside her and, therefore, she strongly attaches her feeling with Toyooka Kaban!

You're not alone
I'm always beside you



Brand attachment

is achieved!!



Benefits

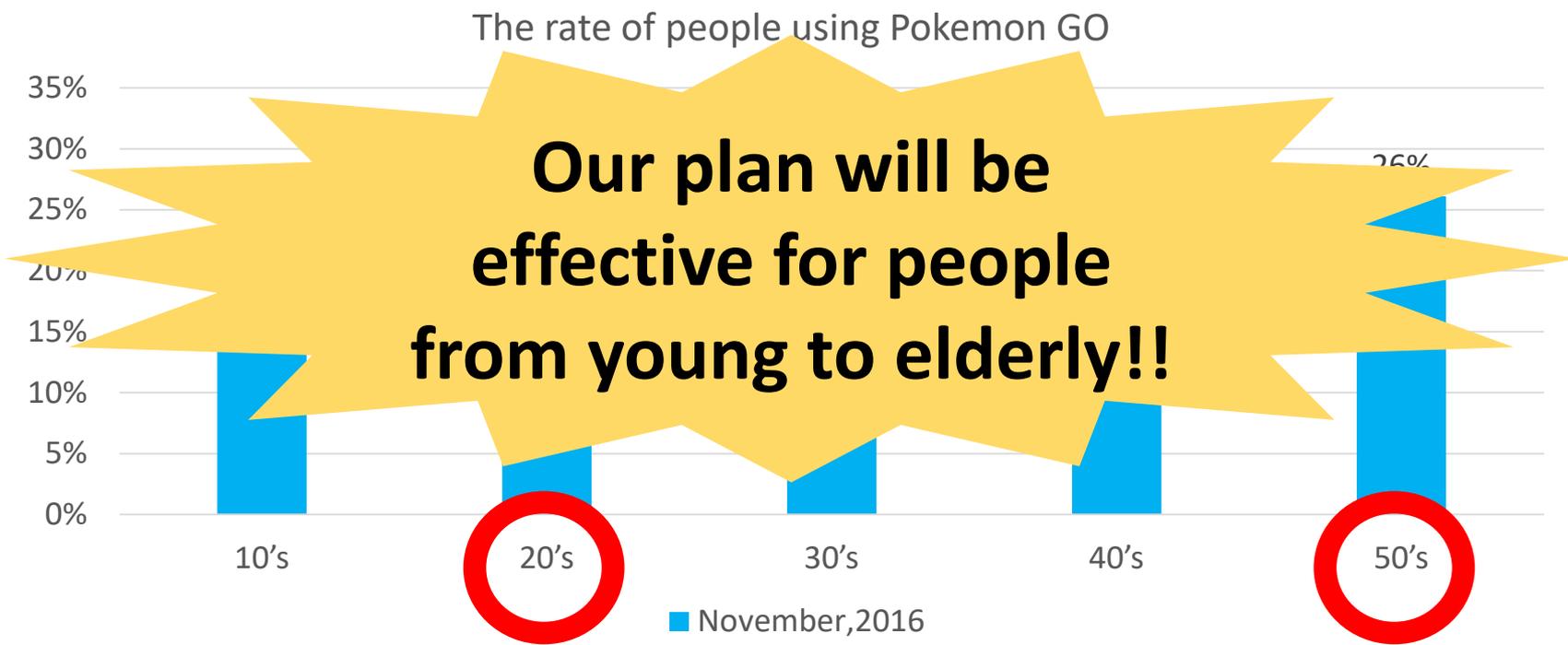
4.1 Benefits for Toyooka Kaban's customers 53

1 They will be able to enjoy traveling.

2 They will be able to connect with other people.

3 They are able to go for a trip to Toyooka City if they collect the travel points.

The target of our plan is those who usually use SNS and app games.



4.3 Benefits for Toyooka Kaban association 55

1

Toyooka Kaban will be known and preferred by many people.

2

When customers check in, they will express their feelings and, therefore, many people will come to know Toyooka Kaban.



1

Higher recognition and stronger attachment to the Toyooka Kaban brand will promote people go to Toyooka City, which lead to activate Toyooka City.

Budget

Annual profits

Account title	Break down of the total (yen)	Total (yen)
sales	The average price of Toyooka Kaban's bag × The increase of the number of sales =178,489 × (30,400 × 10%)	542,606,560
cost of sales	-(The sales × The costs rate) =-542,606,000 × 30%	-162,781,800
annual profits		379,824,760

(reference: the report of promoted project of the brand Toyooka Kaban, 2015)

Initial costs

Items	Break down of the total (yen)		Total (yen)
Tag	Development	The costs for employing a designer.	100,000
App	Development	And Biz-AR, the application development corporation, said the cost of Toyooka Tag is about 10,000,000. The costs for SNS positional information app is said to be from 5,000,000 to 10,000,000.	10,000,000
Total			10,100,000

(reference: ; the HP of dictionary of IC tip, 2017; Biz-AR, 2017; the HP of the best 5 application development corporation, 2017)

Annual running costs

Items	Break down of the total (yen)		Total (yen)
Tag	Manufacturing	(The costs for IC tip+tag) × The number of tags $= (50+100) \times 3,040 = 456,000$	456,000
App	Maintenance	Monthly costs for maintenance of app × 12months $= 300,000 \times 12 = 3,600,000$	3,600,000
Ticket		The average costs for trip from all over Japan × The number of bags × The ratio of those who reach the criterion $= 23,900 \times 3,040 \times 2\% = 1,453,120$	1,453,120
Total			5,509,120

(reference: the HP of dictionary of IC tip, 2017; Biz-AR, 2017; the HP of Kinki NIHON tourist; The HP of club tourism, 2017; the HP of TRAVERIKO, 2017)

5.3 How can we manage to raise the costs? 61

Account title	Total (yen)
Annual profits	379,824,760
Initial costs	10,100,000
Annual running costs	5,509,120
Profits/Costs	4.0%

We can compensate the costs
by collecting **4.0%** of the profits
from each company in the association.



Conclusion



Brand recognition

Brand attachment



Brand power

Increased amount of sales



With our plan, Toyooka Kaban will be loved by customers and become a power brand!!

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僕の親に、なってください。



豊岡靴

Thank you for
listening 

