

2017年第7回神戸外大マーケティングコンテスト入選  
「Meet the Married Couple As a Promotion of Wedding Celebration」

Meet the married couple  
as a promotion of wedding celebration

TEAM TEMPEST  
MASAKI AIBA HANAKO HOKARI

KEIO UNIVERSITY

Theme

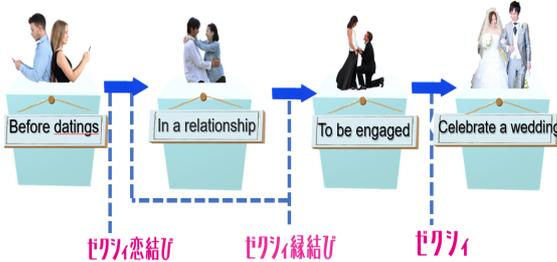
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Increase the number of people who celebrate weddings



RECRUIT services

3



The problems of RECRUIT services

4



The reasons why couples hesitate to celebrate a wedding

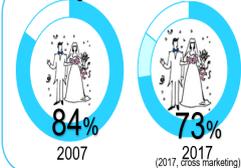
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- 1: To worry about the cost.
- 2: To hate celebrations.
- 3: To use their money for things besides wedding ceremony.

The cost of wedding ceremony is 3.55 million yen (on average).



Executing rate have been decreased.



Background Analysis(cont)

6

At first, the married couples might haven't want to celebrate a wedding. they overcame the obstacle of the weddings.

For example,



How do they decide to celebrate a wedding ?

7

what they really want to do ?



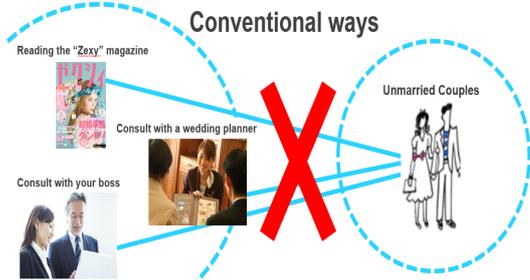
Background Analysis(cont)

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Background Analysis(cont)

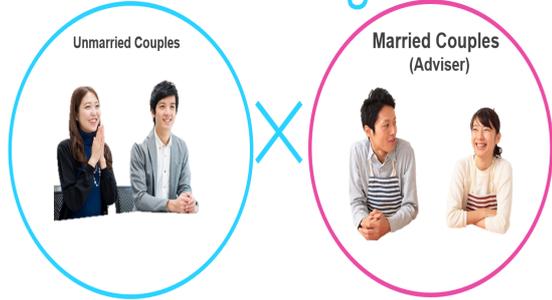
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These ways don't match unmarried couple.

Matching

10



Meet the Almuni

11



Meet the Almuni

12



Our plan

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The Outline of Our Plan

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ゼクシィ式結び Application: Overview

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ゼクシィ式結び Application: After matching

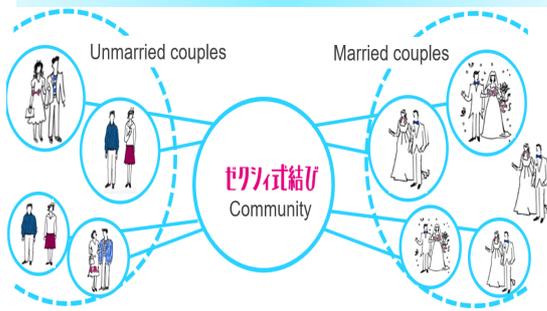
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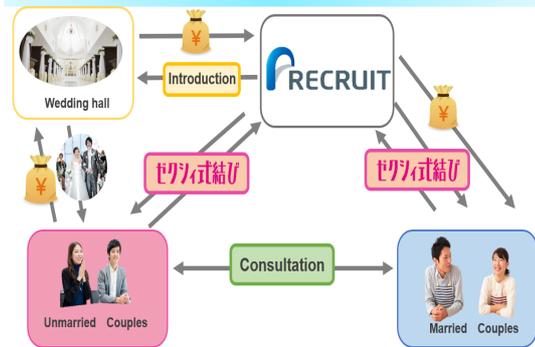
ゼクシィ結び community

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Conceptual Framework 1

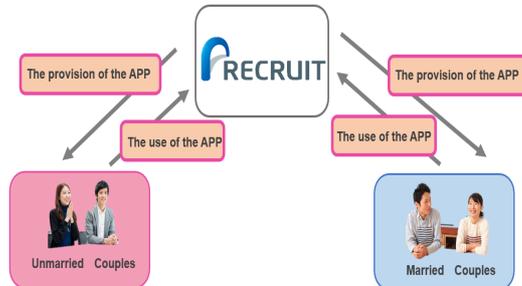
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ゼクシィ結び Conceptual Framework 2

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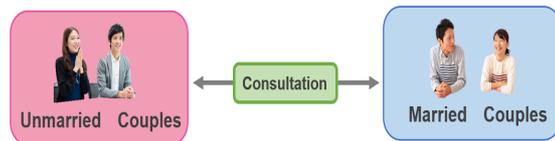
Recruit provides the APP both unmarried couples and married couple.



ゼクシィ結び Conceptual Framework 3

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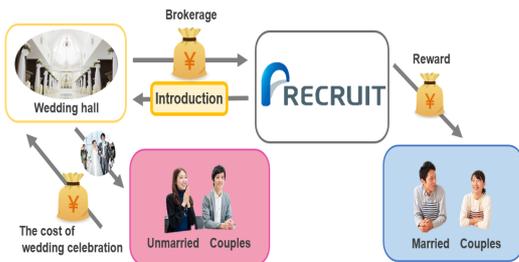
By using the App,  
a unmarried couple is able to consult with a married couple.



ゼクシィ結び Conceptual Framework 4

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After a unmarried couple celebrate a wedding,  
married couple receive a reward.

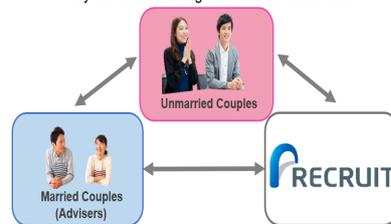


Benefits

22

Unmarried couples

- They are able to heal emotional pain or distress.
- They are able to change the mind of celebration.

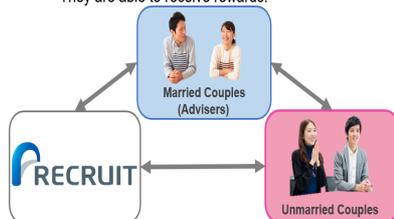


Benefits

23

Married couples

- They are able to remember good old memories.
- They are able to receive rewards.

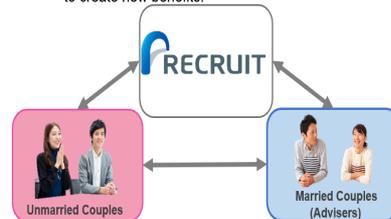


Benefits

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RECRUIT

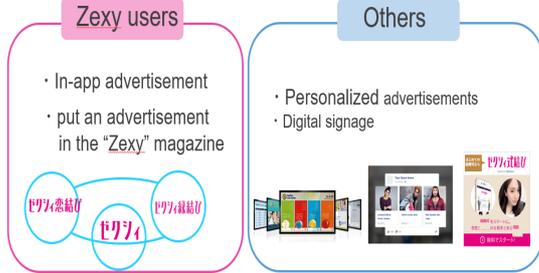
- RECRUIT is able to use "Zexy" effectively to create new benefits.



Promotion

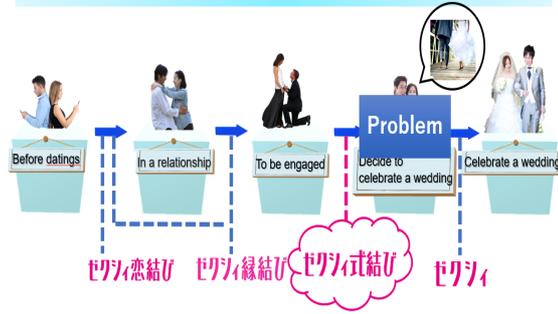
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Prompt downloading of the APP by advertisements.



The future of RECRUITservices

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Thank you for listening.

Appendix

Appendix

Target: From 20's to 30's unmarried couple

20代~30代の男女2798万人のうち、

