

FeaNDLeMoASH aLNKCol e AKKIDaNDI M  
 oA, oLoLD B PDNDLeM

FeaNDLeMoASH aLNKCol e AKKIDaNDI M  
 oA, oLoLD B PDNDLeM

Is it possible to make people  
 Prefer Real Coloring Pictures? 6

Application Real

Is it possible to make people  
 Prefer Real Coloring Pictures? 6

Application Real

OOND e oAOL Plal

- 5YXs\_WO% Nya XYKN  
 XYX-MYNDON pSt\_NOs  
 RYW tRO a CLs%O%
- 5YXs\_WO% OKTYC  
 MYW%kg tROW a 3R  
 KYLO :NK 物語%
- 5YXs\_WO% MOX pYst  
 tRO MYNDON pSt\_NOs  
 tY tRO a CLs%O%

OOND e oAOL Plal

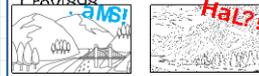
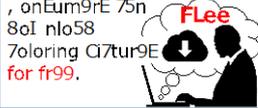
- 5YXs\_WO% Nya XYKN  
 XYX-MYNDON pSt\_NOs  
 RYW tRO a CLs%O%
- 5YXs\_WO% OKTYC  
 MYW%kg tROW a 3R  
 KYLO :NK 物語%
- 5YXs\_WO% MOX pYst  
 tRO MYNDON pSt\_NOs  
 tY tRO a CLs%O%

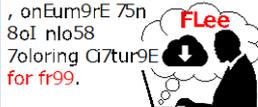
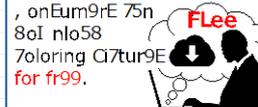
Outline of Our Plan 7

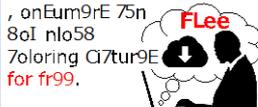
- Consumers download non-colored pictures from the website.
- Consumers enjoy coloring them with Kobe INK 物語.
- Consumers can post the colored pictures to the website.

Outline of Our Plan 7

- Consumers download non-colored pictures from the website.
- Consumers enjoy coloring them with Kobe INK 物語.
- Consumers can post the colored pictures to the website.

<p>oLoLD B PLoNLe</p>		<p>oLoLD B PLoNLe</p>	
<p>1 otife</p> <p>1 otife 5r9 r9l5t98 to Ka69. =YlS% =(9AYUYU) SYVWON p9LlD</p> 	<p>09v9IE</p> <p>45riouE 8iffi7ulty I9v9IE iE Crovi898.</p> 	<p>1 otife</p> <p>1 otife 5r9 r9l5t98 to Ka69. =YlS% =(9AYUYU) SYVWON p9LlD</p> 	<p>09v9IE</p> <p>45riouE 8iM7ulty I9v9IE iE</p> 
<p>2ri79</p> <p>, onEum9rE 75n 8oI nlo58 7oloring C7tur9E for fr99.</p> 	<p>, r95tor</p> <p>.lluEr5torE 5n8 7onEum9rE 7r95t9 7oloring C7tur9E.</p> 	<p>2ri79</p> <p>, onEum9rE 75n 8oI nlo58 7oloring C7tur9E for fr99.</p> 	<p>, r95tor</p> <p>.lluEr5torE 5n8 7onEum9rE 7r95t9 7oloring C7tur9E.</p> 

<p>oLoLD B PLoNLe</p>		<p>oLoLD B PLoNLe</p>	
<p>1 otife</p> <p>1 otife 5r9 r9l5t98 to Ka69. =YlS% =(9AYUYU) SYVWON p9LlD</p> 	<p>09v9IE</p> <p>45riouE 8iffi7ulty I9v9IE iE Crovi898.</p> 	<p>1 otife</p> <p>1 otife 5r9 r9l5t98 to Ka69. =YlS% =(9AYUYU) SYVWON p9LlD</p> 	<p>09v9IE</p> <p>45riouE 8iffi7ulty I9v9IE iE Crovi898.</p> 
<p>2ri79</p> <p>, onEum9rE 75n 8oI nlo58 7oloring C7tur9E for fr99.</p> 	<p>, r95tor</p> <p>.lluEr5torE 5n8 7onEum9rE 7r95t9 7oloring C7tur9E.</p> 	<p>2ri79</p> <p>, onEum9rE 75n 8oI nlo58 7oloring C7tur9E for fr99.</p> 	<p>, r95tor</p> <p>.lluEr5torE 5n8 7onEum9rE 7r95t9 7oloring C7tur9E.</p> 

<p>oLoLD B PLoNLe</p>		<p>OLBD al WebMDe</p>
<p>1 otife</p> <p>1 otife 5r9 r9l5t98 to Ka69. =YlS% =(9AYUYU) SYVWON p9LlD</p> 	<p>09v9IE</p> <p>45riouE 8iffi7ulty I9v9IE iE Crovi898.</p> 	
<p>2ri79</p> <p>, onEum9rE 75n 8oI nlo58 7oloring C7tur9E for fr99.</p> 	<p>, r95tor</p> <p>.lluEr5torE 5n8 7onEum9rE 7r95t9 7oloring C7tur9E.</p> 	

<p>OLBD al WebMDe</p>	<p>OLBD al WebMDe</p>
	

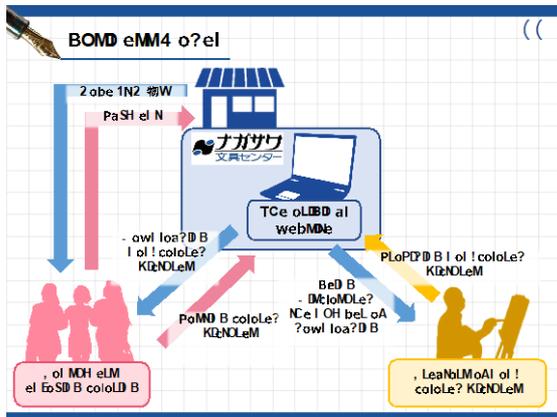
**OLBD al WebMde** (0)

Kobe INK coloriage  
 Basis of coloring pictures  
 Ranking of colored pictures

3th num69r of  
 lik9Bkin7r95E9E th9  
 0onEum97EK  
 motiv5tion.

**11 F BLOMC** (0)

11 F BLOMC



**PLoMkecNoaPLoADN** ( )

j DXE1 (,000cOKK

1l coH e	PaM	1M Seal	2l ? Seal	3L? Seal	4N Seal
BLOMC		100	400	500	600
. Rkel ?DOLe	4 acCD e	1,000	4,000	5,000	6,000
	1HOMLaNbl	▲100	▲600	▲1,000	▲1,100
	ReMealC	▲150			
	WebMde	▲50			
ROI l D B coM	4 acCD e		▲360	▲360	▲360
	WebMde	▲10	▲10	▲10	▲10
	Bo?S	▲450	▲1,800	▲3,150	▲4,500
Totel eRkel ?DOLe		778	2,770	4,520	5,970
PLoADN		321	1,630	980	630
Totel PLoADN		321	1,951	2,931	3,561

**3oBQMaOL SaleMFBOLe oANce 11 F BLOMC** (3)

**PLZeT**  
 CRO LksOMst a Y\_WLO (, 0 coX pO#\_X3 u x q w株式会社9 Pf KKW5YsR5 ) o (/)%CRO Mst \*kto YPtro ObSt9g SKU pYts \$(, % KKW5YsR5 ) o (/)% 4KsON YX \$, tRO Mst \*kto YPtro SKU LY\_sR a Y\_WLO soC (, %@s K YOs\_V, tRO p90 YPtro SKU LY\_sR \$s 1!!! ye, %

- eH al ?T  
 PYtOKtSMstYWO% YPtro SKU L\*KR MXsSts YPtro ObSt9g MstYWO% YPtro SKU pYts KAN tRySo a RY KAO SKtoMstON SK MvW9g p9t\_#OsCRO X\_WLO YPtro ObSt9g MstYWO% YPtro SKU pYts \$s CstSVKtON - 000 CYtKvsKOs\_X3s YPtro SKU pYts KAO N5sION Lc tRO X\_WLO YPtro SKU pYts YXO MstYWO% p\_#RksOs 2 30,000/, %@XO tRY\_sKON KAN PYtc pOYpVO, ( . % YP tRySo, a Y\_WL c\_Y\_# SKU LY\_sR% CRO X\_WLO YPtro SKU a RY KAO SKtoMstON SK MvW9g p9t\_#Os a Y\_WLO Oq\_KVEY YXO YPpKt9g KXts SK tRO s9vSKV pVX tY Y\_#s, a R9R \$ ) 00%NYa tRO tYtkVWY\_Xt YPY\_# MstYWO% \$( ) +0 2 ( a+0+ ) 00)%7KMR MstYWO% a Y\_W Xoon Kt VxSt, SKU LY\_sROs tY OXtyc MvW9g p9t\_#Os%@s K YOs\_V, tRO tYtkV\_X3 sKVs a Y\_W WOKMR 6!!! KppYbSVKto% CRO\_X3 sKVs YPtro SKU pYts KAO CstSVKtON tY SKMOKsOLC ( 0% YPtro SKU LY\_sR%

**Bel eADMoAOL Plal** (+)

O\_#pVX MX  
 sp#OKN Ktt#KMt\$Xs YPKYLO%  
 ||  
 CRO MxMopt YPKYLO :NK 物語

5YW9Sg p9t\_#Os a SWLO  
 tRO P9st YppY#t\_X3c tY stK#t  
 \_sSg KYLO :NK 物語%

O\_#pVX MX SKMOKsO  
 tRO p#Y# YPKYLO :NK 物語%

**Bel eADMoAOL Plal** (+)

O\_#pVX MX  
 sp#OKN Ktt#KMt\$Xs YPKYLO%  
 ||  
 CRO MxMopt YPKYLO :NK 物語

5YW9Sg p9t\_#Os a SWLO  
 tRO P9st YppY#t\_X3c tY stK#t  
 \_sSg KYLO :NK 物語%

O\_#pVX MX SKMOKsO  
 tRO p#Y# YPKYLO :NK 物語%

**Bel eADMoAOL Plal** (+)

O\_#pVX MX  
 sp#OKN Ktt#KMt\$Xs YPKYLO%  
 ||  
 CRO MxMopt YPKYLO :NK 物語

5YW9Sg p9t\_#Os a SWLO  
 tRO P9st YppY#t\_X3c tY stK#t  
 \_sSg KYLO :NK 物語%

O\_#pVX MX SKMOKsO  
 tRO p#Y# YPKYLO :NK 物語%



土谷 鈴・岩間雄亮・北澤涼平・江碕舞香  
2019年第9回神戸外大マーケティングコンテスト投稿プラン  
「Coloring with Kobe INK 物語」