

Young Lotus Competition 2015
Japan Preliminary Brief

‘Experience Japan’ Pre & Post-Arrival Campaign for Visitors to Japan

Client: Japan Tourism Board*

(*A virtual organization created for this brief only)

Background:

Japan is a country with frequent natural disasters. After the Great East Japan Earthquake and Tsunami in 2011, visitors from overseas had plummeted, but the numbers have gradually recovered and reached 10 million for the first time in history in 2013. However, there are natural events from time to time that cannot be ignored and make the world headlines such as the eruption of Mount Ontake, as well as ongoing issues regarding the nuclear power plant in Fukushima that have raised international concern.

Tourism is one of the country's key service sectors especially in the lead up to the 2020 Tokyo Olympics, and the Japan Tourism Board undertakes the marketing and promotion of Japan as a tourism destination.

Strong support and active participation from Japanese residents are imperative to the tourism sector as they are an integral part of Japan's identity and appeal. Japan Tourism Board will continue to work with tourism industry partners to nurture public engagement as part of its tourism development efforts; every local resident is a potential advocate for tourism and together, their collective ideas and energies can contribute to the sustainable development of the tourism sector.

Continued support from industry players is also crucial in ensuring the success and sustainable growth of the sector. It has to work collaboratively with tourism industry players to innovate and create value for visitors. It also aims to facilitate the sharing of experiences, expertise and resources among industry players to raise industry capability and competitiveness, maximise business opportunities and form long-term win-win partnerships.

The destination brand, *Experience Japan*, seeks to position Japan as a relevant and compelling destination to today's travelers. It delivers on Japan's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring.

Challenge:

To create a campaign in two phases driven by an overarching communications strategy.

1. Pre-arrival communications that seek to create awareness, trigger consideration and entice the target audience to book their trips to Japan.
2. Post-arrival communications that then help visitors make the most of their experience in Japan and drive advocacy and repeat visits.

Target Audience

Primary:

Leisure travelers from key markets

- Age group : 24-45
- Free independent travelers(families, friends or couples)
- Highly connected and active in the social space

Secondary:

Business travelers who are seeking leisure options outside of their business engagements.

Key Markets:

Global – Namely China, Korea, India, Malaysia, Indonesia, Philippines, Australia, Europe and US.

Budget:

US\$1M

Timeline:

Campaign to launch from January 2015 and is to be sustained over a period of at least twelve months.

References:

- Japan National Tourism Organization official website

<http://www.jnto.go.jp/>

Logo:



Deliverables:

-One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.

-File must be in JPG format, 300dpi, less than 3MB, and viewable on Windows PC.

- Entrants can enter only once, with one idea.

- Entrants must not use copyrighted material, such as music, or celebrities as part of their idea.

- Sponsorship by Getty Images Japan

All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see attached document in Japanese for instructions.

- All work must be submitted by email to: younglotus2015@ad-zenkoren.org

- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline: 5:00 pm, on Monday, January 19th

Announcement of results : The winning team will be announced at the Pre-Adfest event. All entries will be displayed at the venue.

'Pre-Adfest'

Date Monday, February 2nd, 2015

Time 19:00-21:00

Place 5th Floor, Toranomon Hills Forum (1-23-3 Toranomon, Minato-ku)

Admission Free