



PROMOTION DESIGN 商业推广设计3

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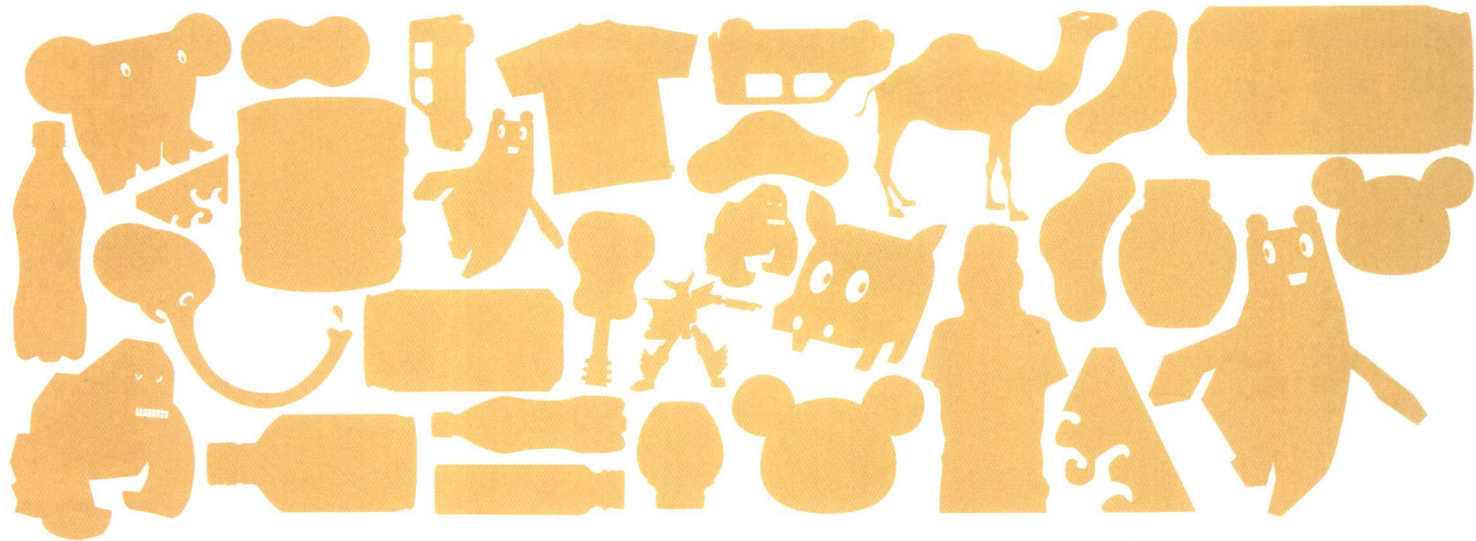
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	Special Feature:				
4	The Planning and Designing of Promotions				
10	Promotions as Expressions of Branding Communication				
	Hisamoto Naito/ TOKYO GREAT VISUAL				
20	Total Production and Direction Centered Around Character Development				
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132	Promotional Campaign for Rice Shochu "Hakusui"				
134	Promotion for "Satsuma Kinzangura"				

- 174 Promotion for Off-track Keirin Ticket
Salon "LA PISTA Shinbashi"
- 176 Electrical Appliance Store Promotion:
"New Ninomiya Reborn!"
- 178 Suitcase Recycling/Re-Use Campaign
"ACE RE-LIFE PROJECT 4"
- 180 Promotion for the Animated
Character "Kimoe"
- 182 "QUOQ" Credit Company Recognition
Boosting Campaign
- 186 Release Campaign for "ALLINONE" Card
- 192 Mobile Phone Promotion "Imadake
Kokodake DoCoMo-dake Campaign"
- 194 "Taking Care of Your Mobile Phone"
Campaign for NTT DoCoMo Tohoku
- 195 NTT DoCoMo New Year Sale
Campaign "Number One! New Year
Sale"
- 196 "Mizuno" New Year Campaign
- 198 Live Advertisement Creation for CS
Music Channel "MUSIC ON! TV"
- 202 Album Release Announcement
Promotion for "globe2" by Pop Group
"globe"
- 204 Music Band "KROCODILE PAPA"
- 206 30th Anniversary Book of Band
Moonriders
- 208 Promotion for Ken Matsudaira's
"Matsuken Samba III"
- 209 Sales Promotion for CD "In a
Sentimental Mood/Sheena Kinohara"
- 210 SS Campaigns for Surfboard Brand
"Town & Country"
- 214 Promotion for Jeans Brand
"Levi's® FLU"
- 218 Hiroko Koshino's Art Collaboration
"Hiroko Koshino & Fabrice Hybert"
- 220 Seasonal Campaign for Fashion
Brand "I wish"
- 222 Promotion for Publications of Fashion
Publishing Company "INFAS"
- 226 Advertisement for Fashion Brand
"PLEATS PLEASE NEW BASICS"
- 228 Nursing Clothing Brand "mille ferme"
- 229 Organic Nursing Products Brand
"mille ferme note"
- 230 Promotion for "GUNZE" - "Let's Wear
Decent Underwear"
- 232 "Bubble Wrap Hair" Campaign for
Mod's Hair Shampoo
- 234 Promotion for New Skincare
"NouriFusion"
- 238 Renewal Promotion for the "Delica
Mizzle" Skin-care Brand
- 240 SHU UEMURA Campaign "SHU
UEMURA HIGH PERFORMANCE
BALANCING CLEANSING OIL"
- 242 SHU UEMURA Campaign "SHU
UEMURA Christmas 2004
Chic&Rouge"
- 243 SHU UEMURA Campaign "SHU
UEMURA SHU BY ai"
- 244 Promotion Campaign for Body Soap
Brand "Play a Lot, and Wash Well -
New Naïve"
- 248 Campaign for Shiseido's Cosmetics
for Asia Region "Za"
- 250 Campaign for Takeda
Pharmaceutical's "Hicee B-mate 2 for
B-eautiful Skin"
- 252 Campaign for Cosmetic Product
"Obagi Perfect Lift AA"
- 253 CI and Promotion for Spa Therapist
and Make-Up Artist Academy
"COSMOPROF Japan"
- 254 "GIANTS PRIDE PROJECT 2006" -
Joint PR Campaign by the Yomiuri
Giants, Yomiuri Shimbun Newspaper
and Nippon Television
- 260 Yomiuri Giant's Campaign
"Announcement of Championship"
- 263 Promotion for the Professional Baseball
"2006 Sanyo All Stars Game"
- 264 Professional Golfers Tournament
"HITACHI 3TOURS CHAMPIONSHIP
2005 IMPACT!"
- 268 "Digital Art Festival Tokyo 2005"
- 270 2006 Art Festival
- 272 Promotion for Exhibition
"LEE UFAN The Art of Margins"
- 274 Promotion for Exhibition "The
Tokushima Modern Art Museum: The
Collection and Something Extra"
- 278 Promotion for "Paku Paku Park
Exhibition"
- 280 Image Posters for Paper House
"KAMIHYAKKA"
- 281 Promotion Design for "Designer's
Personal Book Design Exhibition"
- 282 Promotion Design for the Exhibition
"Learning Colors, Gazing Colors"
- 284 Exhibition "TAKEO PAPER SHOW
2006"
- 290 Recruit's "Love and Work Expo"
Campaign
- 292 TOYOTA FCHV Bus Promotion for
Expo 2005 Aichi, Japan
- 294 Experience-based Event "TEMPOZAN"

- 10 days WAKUWAKU TAKARAJIMA"
- 295 Art exhibition of junk wood sculpture
- 296 "TOTO" Universal Design Campaign
- 300 GM's Campaign "Saab is Detail."
- 302 Promotion for "Honda ZEST"
- 304 Packaging Design for BOSCH Headlight Bulbs and Sales Promotion Tools
- 305 Campaign for Fuji Xerox "New Page"
- 306 Advertising for Dentist's Chair "SIGNO TREFFERT"
- 308 Campaign for Mobile Phone with Terrestrial Digital Broadcasting Reception "W41H"
- 312 Sales Announcement Campaign for Humanoid Robot "wakamaru"
- 314 "Toshiba gigabeat 2004" Digital Audio Player Promotion
- 316 Product Promotion for Bose Sound System Brand
- 318 Sony "Save Your Music" Campaign for Hard Disk-Equipped Component Stereo Systems
- 320 Campaign for National's Plan for Promoting Health: "N's Health Plan"
- 321 Campaign for National Washer and Dryer: "Natural Drying in a Drum"
- 322 Brand Promotion for LEXMARK Printers
- 325 Security Software "TREND MICRO Virus Buster 2006"
- 325 Security Software "TREND MICRO SpyBuster 2006"
- 326 "Uvision" Campaign
- 327 Bathroom "AQUILIA"
- 328 Promotion for "Mitsui Garden Hotel Ginza"
- 330 Commercial Complex "olinas"
- 334 Renewal Opening Campaign for "Roppongi Hills"
- 336 Promotion for "Cuoca Shop Jiyugaoka," Ingredient and Utensil Shop for Baking Cakes
- 339 angel healing cafe 104's (Tenfour's)
- 340 Selected Brands Shop "Claopanic"
- 342 Promotion Campaign for Fashion Building "LAFORET GRAND BAZAR 2006.01"
- 344 Campaign for Commercial Complex "HEP NAVIO" 2006 Winter Sale
- 345 Advertising campaign for Winter Sale at the Kamiya-cho Shareo boutique
- 346 Buzz Promotion for Opening Announcement of Wedding Parlor "W-GRAND LACERE"
- 348 Campaign for "Taiwan Seven Eleven"—"Open-chan"
- 352 Opening Promotion for Pachinko Parlor "Million"
- 354 Opening Promotional Tools for Pachinko Parlor "Atlantis Aizen"
- 356 Campaign for Virgin Atlantic Airlines
- 358 ANA's Kobe Airport Opening Campaign
- 360 Promotion for Regional Vitalization Projects Along With the Opening of the Kintetsu Keihanna Line
- 362 Membership Promotion Campaign for "J-WEST Card by JR West, Hiroshima"
- 364 Announcement Campaign for "New Timetable Starting on March 18" by JR West, Hiroshima
- 366 Promotion for Railway Ticket "Heizan One-day Ticket" by Keihan Electric Railway
- 367 Promotion for Nankai Electric Railway's Transit/Credit Cards "minapita"
- 368 "Yoyogi Seminar" Test Prep School Annual Campaign
- 368 "Yozemi Song" TV Commercial for the "Yoyogi Seminar" Test Prep School
- 370 Advertising Campaign of Kobe Yamate Girls' Junior & Senior High School
- 376 Opening Promotion for "Animal Inter College"
- 378 PR Leaflet "Seian Projects" of Seian University of Art and Design
- 379 University Brochure "Seian University of Art and Design 2007"
- 380 Promotion for the Voluntary "Awa Odori Fan Club"
- 382 Event Promotion "Awa Odori 2004"
- 384 "New Kure Brand" Project by Kure City
- 388 Thinned Wood Specialty Goods "Kumano no Mori no Hashi"
- 390 Promotion for Miyage Sanbyoshi Souvenir Shop
- 392 Branding Promotion for Sports NPO "Kibi Sports Kingdom"
- 393 "Minatomirai 21 Xmas Fantasy" Event Promotion
- 394 The Graduation Show of "C 01 School of Visual Arts"
- 396 "Love at First Bite" Campaign
- 398 "California Pomegranates" Promotion

艺术指导 & 书籍设计

山口至刚

Art Direction & Book Design

Shigo Yamaguchi

Abbreviations 缩略语

CD: Creative Director

PI: Planner

CW: Copywriter

AD: Art Director

D: Designer

DF: Design Firm

I: Illustrator

P: Photographer

CG: CG Artist

A: Agent

Cl: Client

The Planning and Designing of Promotions

Special Feature
特刊

商业推广的设计与宣传

现代商业推广设计已经相当发达，其颇具独创性的发展方向将策划能力和视觉效果相结合，并充分发挥其特质，仿佛要制造出超越时代的存在。单纯打造“广告”这张整个商业推广活动的脸面，是远远不够的，设计和宣传还要为其添补手足，填充筋骨，勾画动作，直到整个商业推广活动成为一个“自主运动体”。那些能够在媒体等环境中跃然而出，具有强烈的视觉效果和多彩的项目展示，或者看似波澜不惊、平淡无奇，却可以惹人心动的设计，等等这些极具特色的设计和宣传是如何构思、组合的呢？四位设计指导和艺术指导将在本书中介绍他们的方法和理念。这种通过介绍设计作品，提炼其价值的做法，在很多情况下都极具参考价值。

Today's promotion design is dexterously devised. Superb creative direction brings together both planning power and visual power, making full use of them, as if the intention was to create a totally different creature out of the moment in which we live. The process of visualization and development does not end with the 'face', i.e. the advertisement, but goes on to form limbs and muscles, to create movement, until finally the project evolves into a self-perpetuating body. On the one hand, there are the powerful visuals and diverse application developments that play a dynamic role in the media and physical environment, on the other, the subtle but attractive proposals. How are these projects planned and constructed? Four leading creative/art directors have contributed essays that reveal their methods and concepts. The processes introduced here, where the designs themselves propose and produce new values, will surely be inspirational in various situations.

作为品牌交流表现手法的商业推广

TOKYO GREAT VISUAL

内藤久干

我将商业推广定位为品牌交流的表现手法。

正如企业、商品存在很多品牌一样，商业推广的方向性和表现方法也是多种多样的。因此，我认为不应该单一专注于自己擅长的表现类型，而应抓住事物的本质，有针对性地考虑如何进行商业推广，采取这样的做法才是最重要的。此次列举的四个商业推广案例的表现方法和技巧各不相同，但如果能够记住我下面介绍的品牌交流的过程，你就能够轻松地找到其中的共性。

首先，要明确商业推广的目的。其次，作为实现目的的手段，要明确必须做什么，也就是确定战略。同时，应多方面考虑为具体实现战略的战术，不单单是图案设计，还包括设计、交流的方法，如何增强表现效果等等。战略与战术高度结合，才能成功地完成脚本。脚本有千差万别的故事情节，设计出具有原创性的、独一无二的故事情节的过程是至关重要的。

当然，这其中与可能实现的“成本”紧密相关，但又不能根据成本逆推。因此，需要时常结合成本，考虑最大的可能性。站在消费者的角度观察事物，通过市场营运和媒体的一体化运作，是完全可以实现具有灵活性和感染力的商业推广活动的。“设计”无疑是其中最重要的手段，但这种立体式策划本身恰恰是商业推广活动的核心。

有感染力的商业推广宣传从一开始就有很强的向心力，如同滚雪球的道理一样，其自身具有强大的原动力，可以自己为自己

积蓄能量。在这样的过程中，技巧性、创造性元素的加入，最终使单一的商业推广宣传转变成多功能的文化交流。

Promotions as Expressions of Branding Communication

TOKYO GREAT VISUAL

Hisamoto Naito

I position promotions as a technique for branding communication.

A basic tenant of branding is that there are as many ways to brand something as there are corporations and products to be branded, and the same can be said of manner of presentation and techniques used in promotional campaigns. That is why I feel it is so important to avoid relying on techniques that are within your comfort zone and to, instead, think outside the box: grasp the essence of the matter at hand, and take steps to implement specific means to develop a promotion. The four campaigns I have chosen to cite here are diverse in their presentations and techniques of execution, but I'm sure there are parallels in each that will become obvious if you bear in mind what I have to say about the process of branding communications. The first thing to be done is to clarify the objectives of the promotion. Next, you need to work out how to go about achieving the objective - this is your strategy. At the same time, you need to use numerous approaches to address specific tactics, working out the most effective techniques - not just decorative graphics but also design and communications techniques - for embodying your

strategies. The skillful matching of strategies and techniques is what results in a scenario that will lead to a hit product or brand. What is more, there is infinite variety to the stories contained in these scenarios, and often what will make or break the process is the ability to devise an original scenario with a of one-of-a-kind story.

Of course, that is also where the reality of budgetary constraints comes into play, but you can't just calculate backwards from the cost; you must always think about how to get the greatest possible commitment from within the available budget. Then, looking at things from the consumer's perspective, you set about creating a fast-moving and compelling scenario that will serve as the vehicle for a promotional campaign that is part marketing, part creative process, and part media handling. Design is the chief of these methods, but it is the multi-dimensional approach itself that is the heart of the promotion.

Once underway, a compelling promotional campaign picks up speed and begins to generate its own momentum through a kind of snowball effect. The skillful use of creative tools in such a process eventually transforms the campaign from one-way advertising to multi-polar communication.

“番川”和“颜宣”～互动型商业推广宣传～

“番宣”，即“番組（电视节目）宣传”的意思。但是，电视节目宣传中却看不到电视台自身的信息。于是，让观众以互动的形式加入，将节目各自的画面制成观众印象中的“川柳（幽默讽刺诗）”“似颜绘（肖像画）”。通过“共通性”和“多样性”两种思路编辑，使电视台本身产生品牌效应。标题以“番組”的“番”和“川柳”的“川”，组成“番川”，以“似颜绘”的“颜”和“宣传”的“宣”，组成“颜宣”。通过在网站上募集建议，在电视节目预告片中播放，在报纸上刊登系列广告等方式，借助多种媒体开展一系列推广宣传。

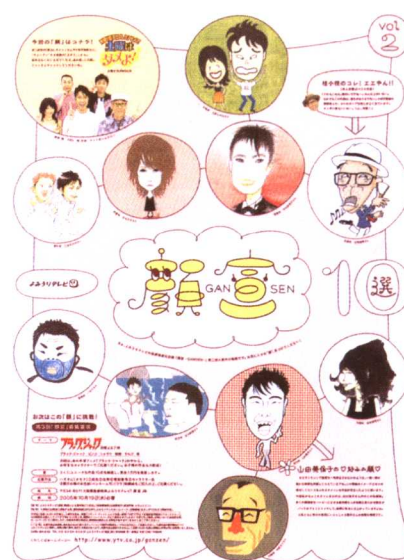
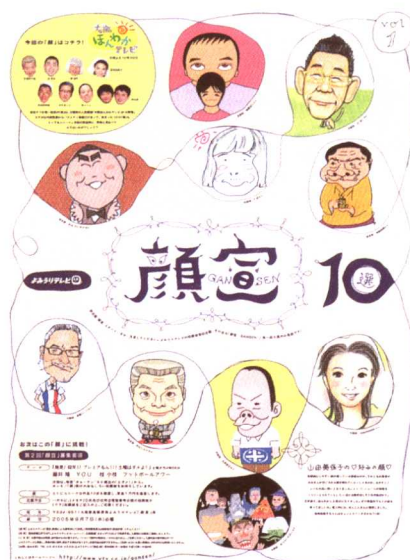


CP: Kazutaka Inaba
(Yomiuri Telecasting Corporation)
CD: Miho Fujimoto
(Yomiuri Telecasting Corporation)
AD: Tokyo Great Visual
AD: Tokyo Great Visual
DF: Yomiuri Telecasting Corporation,
YOMIURENGO ADVERTISING
AGENCY CO., LTD.,
Tokyo Great Visual
CW: Tamaki Matsumoto
(YOMIURENGO ADVERTISING
AGENCY CO., LTD.),
Kaori Hiike (YOMIURENGO
ADVERTISING AGENCY CO., LTD.)
I: Tokyo Great Visual
PI: Kuniko Yoshida (YOMIURENGO
ADVERTISING AGENCY CO., LTD.)
QT: Yomiuri Telecasting Corporation
2006

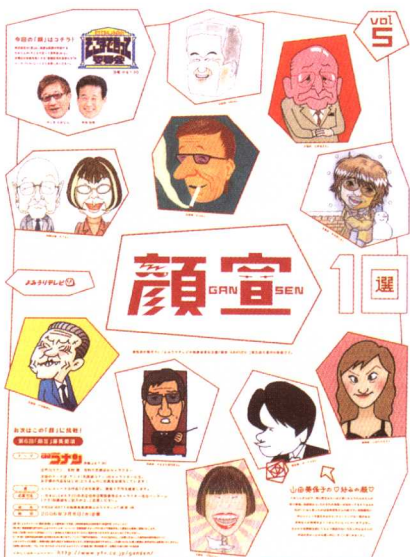
Newspaper advertisement: full page, full color (sequential ad)

"Bansen" and "Gansen": Interactive Promotion

In Japan, bansen is industry jargon for bangumi wo senden suru (advertise a TV program). Conventionally, this technique has been one dimensional in that there is little information given about the network itself. To augment this deficiency, an interactive promotional campaign was devised to get viewers involved as fans of their favorite programs by having them submit senryu (humorous poetry, analogous to "one-liners" in English) and nigaoe (caricature) drawings. This material was then arranged into either a uniform format or a varied format and used in a network branding campaign. The one-liners were then called bansen (program one-liners), and the caricatures, gansen (caricature ads). A mix of several media was used in the communication roll-out, with invitations for fans to make submissions on a website and the finished materials broadcast during TV programs promoting up-coming or running programs or published in serialized newspaper ads.



CP: Keiko Nakajima
(Yomiuri Telecasting Corporation)
CD: Miho Fujimoto
(Yomiuri Telecasting Corporation)
AD: Tokyo Great Visual
AD: Tokyo Great Visual
DF: Yomiuri Telecasting Corporation,
YOMIURENGO ADVERTISING
AGENCY CO., LTD.,
Tokyo Great Visual
CW: Tamaki Matsumoto
(YOMIURENGO ADVERTISING
AGENCY CO., LTD.),
Kaori Hiuke (YOMIURENGO
ADVERTISING AGENCY CO., LTD.)
I: Tokyo Great Visual
PI: Kuniko Yoshida (YOMIURENGO
ADVERTISING AGENCY CO., LTD.)
CI: Yomiuri Telecasting Corporation
2006



Newspaper advertisement: full page, full color (sequential ad)

“PEUGEOT (标致)” ~封闭型商业推广宣传~

这是一个只有对社会舆论造成影响的影响者才能参加的活动，在这个特殊的晚上将会有精彩的演出。这场展示的设计者吉冈德仁通过点亮LED后车灯为巨大车身营造出一种神秘的氛围，并由此带你体验307CC双排座和蓬式汽车的世界。这场推广活动用不断变幻的视觉艺术展示产品，并配以电子乐队现场演出。结果使这场只有少数人才能欣赏的华丽展示，如新闻一般被口口相传。

Peugeot: Closed Promotion

This was a one-night, invitation-only, closed event for influencers, stunningly produced at an exclusive location. The opportunity to experience the Peugeot 307CC coupe and coupe-cabriolet was symbolized with gigantic objet d'art by Tokujiro Yoshioka modeled after the 307CC's LED rear lamps. The performance itself featured the shifting appearance of the visual art coordinated to the live sound of the electronica unit Sketch Show. The result was a resplendent production witnessed by a privileged few—news of which spread far and wide by word of mouth.

CW: Tokyo Great Visual

CD: Tokyo Great Visual

PI: Tokyo Great Visual

AD: Tokyo Great Visual

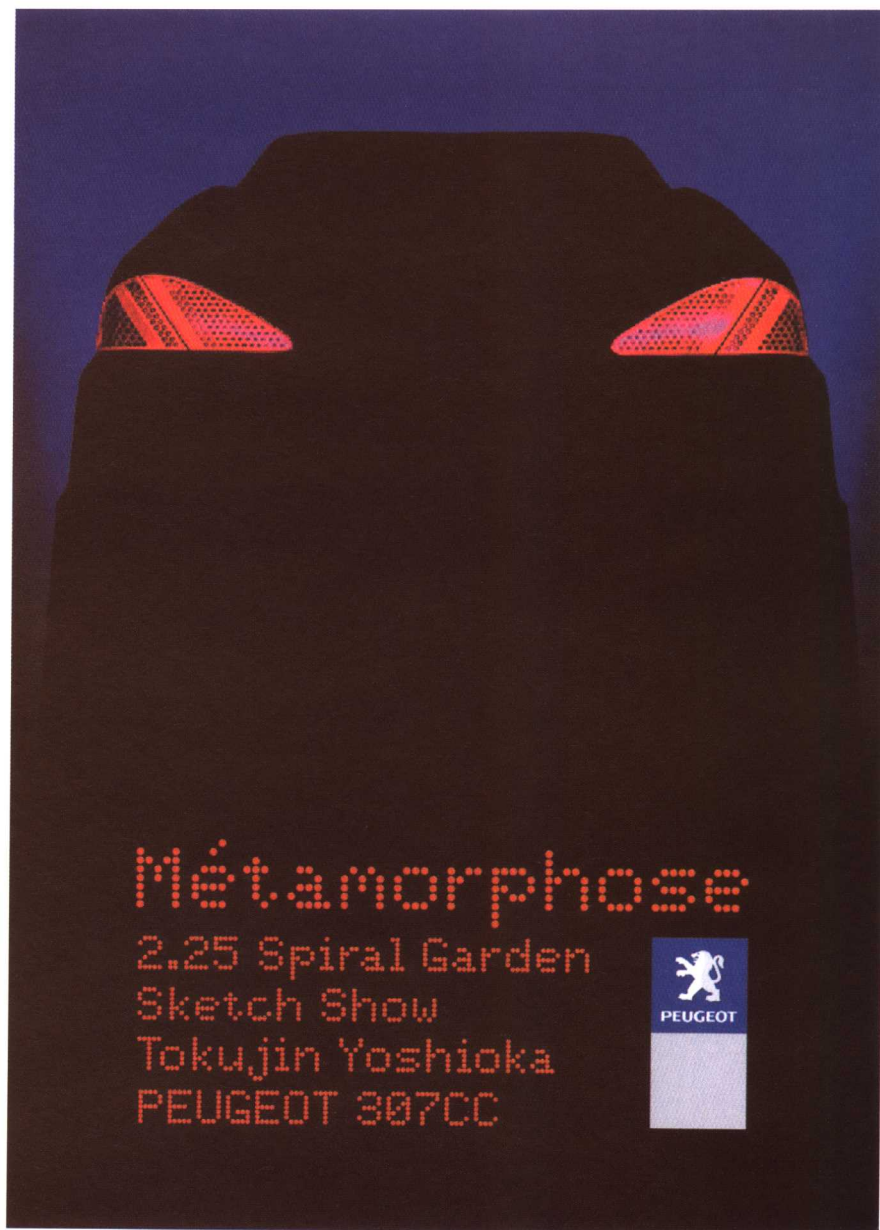
D: Tokyo Great Visual

DF: Tokyo Great Visual

A: Tokyo Great Visual

CE: PEUGEOT JAPON CO., LTD.

2004



Poster



Event venue