

# Japan Brand Advertising (Phase 5)

October 26 through November 4, 2009

## Program Description

The very first brand advertising campaign for CTTC in Japan kicked off from April 2008, with Phase 5 of the campaign launching in October 2009. As visitation from Japan to California does not fluctuate significantly depending on the season throughout the year compared to other travel destinations, one of CTTC's Japan advertising campaign strategies has been to carry out the advertising campaign on a regular basis, at approximately six-month intervals.



The creative content for Phase 5 of the Japan campaign remained “Nandemo Alifornia – California has it all,” and featured both established California icons as well as relatively lesser known but equally compelling newer California icons and experiences. An outline of the Japan media plan follows below, using a complex mix of powerful media such as network and cable TV, magazines, newspapers, online and outdoor media:

## TV Spots

- 10 days from October 26 to November 4, 2009
- 636.6 GRPs all on Fuji TV network in Kanto (Tokyo Metropolitan) area
- 15 second creative; aired ratio: Northern California (34%), Southern California (34%), and Governor Mock Press Conference (32%)
- CTTC TV ads and TV ads for the film “Sideways” (paid for by the film distribution company) were aired back-to-back from October 26-31
- Additional TV spots were inserted into a special network TV program on “Sideways,” which aired October 31.

## Newspaper Advertising

- 1/3 page “Northern California” version in two daily newspapers, with advertorial and tour package advertisement



- Circulation of Tokyo metropolitan edition: 3 million per newspaper
- Asahi Newspaper: October 22, 2009
- Yomiuri Newspaper: October 28, 2009

### Transit advertising

- Tokyo Metro: 20 stations, 42 displays (October 28 to November 3)
- Tokyo Metro: Shibuya station, 8 displays, (October 26 to November 1)
- Osaka: Hankyu Umeda station, 30 displays (October 26 to November 1) 80 displays, 22 stations for 7 days



### Target Segments

- Primary target: Female Office workers (20-35)
- Secondary target: Baby boomers (Males/Females 50-69)

### Objectives & Reach

Major objectives of the Japan advertising campaign are as follows:

- Launch consumer direct brand advertising to further expand the key message of “California has it all” in Japan.
- Expand upon the depth, breadth and variety of California travel products.
- Leverage media buy in print media to secure extensive additional coverage/publicity on California on an unpaid basis.
- Raise awareness of California’s significant investment in Japan marketing in the industry as well as among major media.

### Results & Accomplishments

Immediately after the fifth advertising campaign, an extensive Internet survey was conducted by an independent third-party research house to measure the reach and effectiveness of the campaign, impact of the creative, and change in awareness of “California.” The market research was conducted as follows:

- Survey Area: Tokyo Metropolis area and the three neighboring prefectures of Tokyo, Kanagawa, Chiba and Saitama



- Period: November 4-5, 2009
- Target: Males and females aged 20-69
- Selection criteria:
  - Has the power to choose travel destination
  - Makes personal overseas trips once every one to two years
  - Would consider the U.S. as a destination for a personal overseas trip
- Number of Samples: 2,000 individuals
- Sample Distribution: Men and women, 200 per target group divided into 10 age/sex groups: males & females ages 20-29/30-39/40-49/50-59/60-69)

The results of the market survey are outlined separately under the Research section.

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