



Animated City

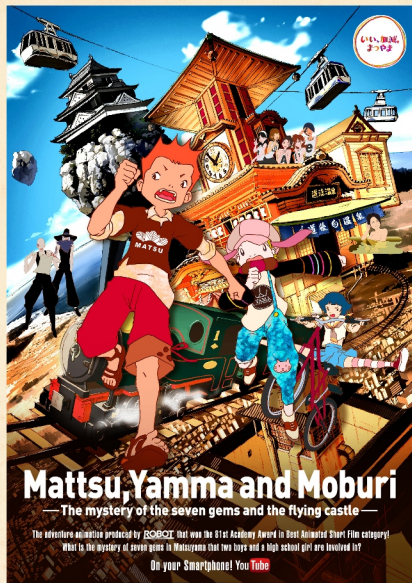


Background

Matsuyama is a regional city located 700 kilometers from Tokyo. A traditional, tourist destination, it is home to Japan's oldest hot spring, Matsuyama Castle, and many other sights. The very problem, however, is this "old," "tradition," and "history." An image solidified over many years, the city did not appeal to young people.

Challenge 1

The concept was: the "reconstruction of Matsuyama," based on the production of an action-adventure anime set in Matsuyama and featuring seven "hidden gems" of the city. Depicting a bold reconstruction of Matsuyama's "old" touristsites with their dowdy image, this pure entertainment about 10-minute anime was released on the Web.



Challenge 2

In Japan, young people like to visit the locations of their favorite animations as a way to extend the viewing experience. Accordingly, one month after the release of our anime we released a free AR app. Based on a map like the anime itself, when each of the locations of the "hidden gems" is reached the anime characters pop up in the actual scene.

Result

The anime video recorded over 50,000 views in one week. The campaign was picked up by a broad range of media, \$1.2 million was achieved in ad placements. The campaign attracted interest from local bodies around the whole country as a new way of vitalizing Japan's regional cities, which continue to suffer outflows of their young people. The numbers of young visitors to Matsuyama are steadily increasing.

