

# Cool Japan

July, 2017

# What is Cool Japan?

- Cool Japan is Japan's national branding strategy that public and private sectors try to promote.
- Cool Japan produces many positive effects for Japan in many aspect like economic, diplomatic, cultural and so on.
- Although Japan hadn't have its own national branding strategy for long term, after 2000, Japanese government started to promote national branding strategically.
- Target fields of Cool Japan are unlimited, because we target every fields foreign people can feel and think positively.
- Main target fields are Food, Movie, Animation, Manga, Fashion, Interior, because many foreign people have strong interest on them.

# Background of Cool Japan

- In terms of attracting foreign people, Japan's resources has a large potential as background of Cool Japan, because the resources has useful characteristics like the below.
- Diversity: Japan is narrow , but there are many mountains and rivers. So, each region is isolated from others and has each own unique culture. This Japan's geographic uniqueness leads to a diversity of Japanese culture.
- Sophistication: In Japan, manufacturers and consumers are close physically. So active communications between the two produce better products.
- Uniqueness: In its history, Japan has sophisticated its own culture. However, at the same time, Japan has introduced many other countries' cultures from Asian, European and American. These fusions strengthen its uniqueness.

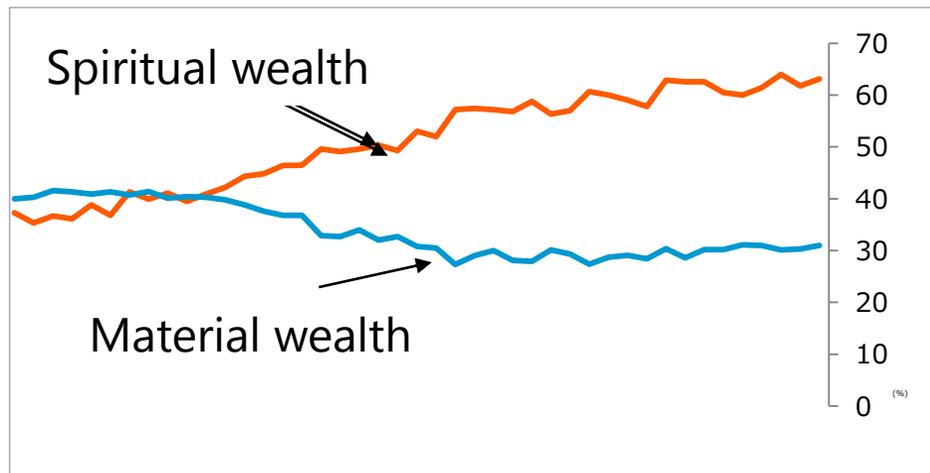
# Increasing Importance of Cool Japan Strategy

- The importance of Cool Japan Strategy is increasing especially from economic aspect. **Japan's economy should transit from the manufacturing of products to the creation of stories** to gain more markets and contribute to other countries more.
- **Cool Japan strategy promotes this transition**, because Cool Japan can add branding values to Japan's products and services.
- In that it is already saturated with "material wealth," modern society is embarking upon an age of "**spiritual wealth**."
- In other words, people are demanding **things that have the ability to move them emotionally, things with which they can empathize, and products and services that are able to resonate** with them.

# Moving Consumers emotionally

- **Rather than focusing solely on technology-centered development** in the belief that high-quality and high-function products are bound to sell, in the manufacturing sphere it is becoming increasingly important **to appreciate what is capable of appealing to consumers so as to move them emotionally.** (In other words, **appeals based on emotional values.**)

## Lifestyle Preference Changes



(Source) Graph developed by the Ministry of Economy, Trade and Industry. Based on data drawn from the "Public Opinion Survey on the Life of the People" (FY2014) (a survey conducted by the Cabinet Office).



**Entertainment Robot AIBO  
(1999 / SONY)**

**Something possibly aspired to as a child, the idea of humans and robots living together.**

# How Cool Japan Strategy creates new values?

- To achieve differentiation from other countries within the context of international competition, **the key shall be those factors that will allow for “Japan” to be felt (experienced).**
- Concurrently, it shall also **be important to convey to consumers the cultural contexts that the various products and services possess.**
- **Cool Japan Strategy should be materialized to achieve these goals.**
- **Before launching Cool Japan Strategy, there is no unite branding image of Japan.** Each product and service gradually got trusts and loyalties from foreign consumers due to its technology, safety and sometime emotional values, but they were unlikely to be tied with Japan strongly.

# Fusions of emotional values, culture, technologies

- Concerning such emotional values and cultural contexts, etc., in addition to their being backed by Japan's "technology" and "safety" strengths, by "visualizing" the stories that such elements possess, products and services will be born that shall be equipped with an ability to "emotionally move" consumers and create within them a "sense of empathy."
- Cool Japan Strategy produces the stories embracing different fields to make consumers' emotional movement more frequently and likely.



# Main Cool Japan-related businesses

## Content

Anime and comics



Music and entertainment



Movies, TV programs



Toys and games

## Fashion

Fashion brands



Mode fashion

## Clothing/food/housing industry

Beauty, nail and cosmetic products



Cheap and delicious food

Miscellaneous lifestyle and interior goods



## Local products, etc.

Lacquer ware collaborating with well-known brands



Local companies (miscellaneous goods, etc.)



## Services

Bridal



Spa facilities, inns, tourism



Education/welfare

## Inbound

Experiencing the charming traditional Japan (Kyoto)



Tour guides for foreign tourists (Akihabara)



# Current status of Cool Japan-related Business

- Cool Japan-related industries such as content, fashion, animation have been gaining popularity worldwide. However, those **Japanese industries cannot fully transform their attractiveness into business.**
- The bottlenecks are lack of
  - Dissemination of information to overseas markets**
  - Funding risk money by banks and investors**
  - Successful business experience in overseas markets**
  - Overseas base for launching business mainly for SMEs(small and medium sized enterprise), etc.**

# How Japan government supports Cool Japan-related Business?

- To resolve these problems, **Japanese Government is supporting these Cool Japan-related industries.**

## **1. Japan Boom Overseas:** Overseas expansion of Japanese content

 -Product localization support, Promotion event, etc.

## **2. Business Development Overseas:** Increasing overseas base for launching business

 -Supplying risk money, Supporting participation for overseas exhibition, etc.

## **3. Consumption in Japan:** Increasing foreign tourists

-Visit Japan Campaign, Inviting Influencers(journalists, blogger) etc.

# 1. Japan Boom Overseas

## ● J-LOP + (Japan Localization and Promotion)

- **Subsidized the expenses of localization and promotion of Japanese contents** to expand Japanese contents overseas. Efforts such as subtitling a movie, dubbing a film and placing advertisements are supported by J-LOP+.
- Started in 2013 and we have supported around 3,800 projects over leading to the development of business model with contents.

### Localization Support

#### Anime



© SAKURA PRODUCTION / NIPPON ANIMATION

”Chibi Maruko-chan”  
Target country: China

#### Digital Comics



© Fujiko-Pro

“Doraemon”  
Target: English speaking world

### Promotion Support

Example of effective promotion with Doraemon (SHARP × Doraemon)

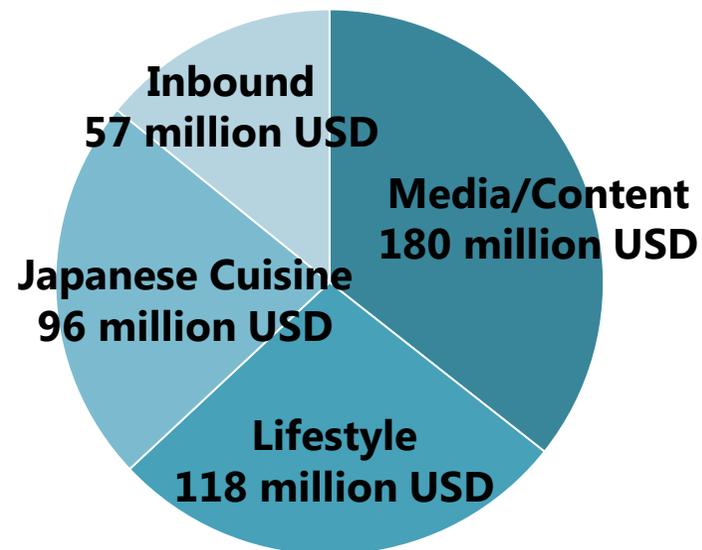
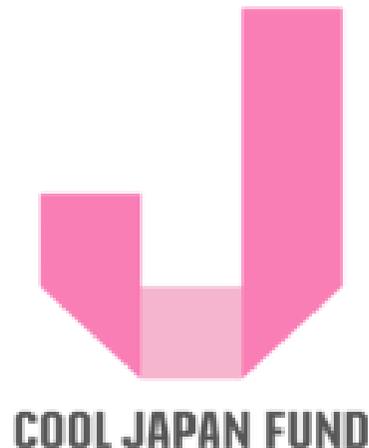


SHARP produced a commercial where Doraemon appeals the high quality of electronic devices in ASEAN countries.

## 2. Business Development Overseas

### ● Cool Japan Fund

- **Founded in November 2013 as the public-private fund** with the aim of supporting and promoting the development of demand overseas for excellent Japanese products and services.
- **Provided risk money as an incentive to encourage investment by private sectors** and to develop a sales base and supply chain as a platform.
- Offered more opportunities to local enterprises, SMEs, creators and designers so that they can expand and run their business globally.
- Total value of funding decided: **Approx.: 452 million USD (21 Projects)**



# Examples funded by Cool Japan Fund

- Major project types funded by the fund are **(1) Platform development**, **(2) Supply-chain development** and **(3) Support for regional companies**.

Operator	SAS ENIS	Chikaranomoto Holdings Co., Ltd.
Project Summary	Providing Japanese regional craft manufacturers with stronger showcases in Paris and support for establishing a business in Europe	Investing to and arranging a credit facility for Chikaranomoto Holdings Co., Ltd. towards the opening of Hakata Ippudo branches in major Western cities and the establishment of “central kitchens.”
Industry	Fashion and Life Style	Food and Service
Countries	Europe	Europe, North America and Australia



# 3. Consumption in Japan

## ● Inbound Tourism

- Cooperated public and private organizations in the region to utilize their goods and services as unique tourist attractions.
- Supported regional tourism by introducing advisors well experienced in foreign markets, and by providing supports abroad for their promotion.

### TV Drama

Narita city succeeded in inviting Thai T V drama “Rising Sun” shooting. As the drama became popular in Thailand, more people come to Narita to visit the related places to the drama.

\* Visitors from Thailand to Narita  
36,000(2013) → 82,000(2014)

### Anime

Yuwaku Tourism Association and other local corporations collaborated with the anime “Hana Saku Iroha”, inspired by Yuwaku hot spring, Ishikawa. They realized the fictitious festival “Bonbori Matsuri” which appeared in the anime and it attracts fans from Japan and abroad.

\* Visitors to *Bonbori Matsuri*  
3,000(2011) → 12,000(2014)

