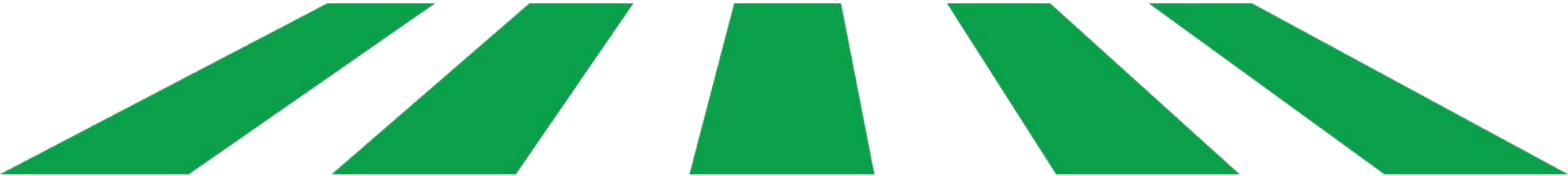


GREEN MAN+ **Advertising Campaign**

By Catherine Conboy, Cam Jones,
Brandon Lassiter, Madison Root & Kevin Scher



**Introducing Singapore's *Green Man+*
crosswalk program & technology
to cities of Japan**



HOW IT WORKS



Tap your card* on the reader.



The LED indicator will light up and for Green Man + card holders, there will be additional sound and vibration alerts.

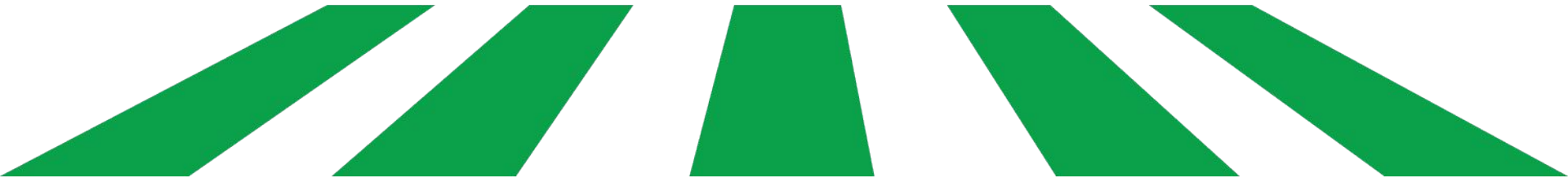


Green Man will appear with extended timer.

* Applicable only to CEPAS - Compliant Senior Citizen Concession Card holders and Green Man + Card holders.

SITUATION ANALYSIS

Cultural Context & Dimensions



SINGAPORE

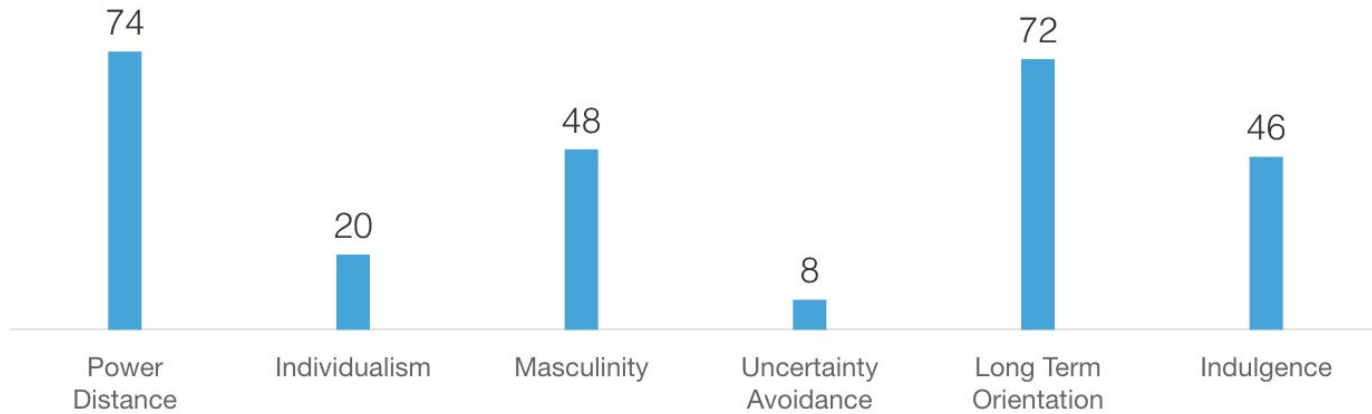
A wide-angle photograph of a busy street in Singapore. The street is filled with pedestrians, some walking and some crossing. Several cars, including taxis, are visible on the road. The buildings are tall and modern, with many windows. The sky is overcast. The word "SINGAPORE" is overlaid in large, bold, green letters across the center of the image.

HISTORY OF SINGAPORE

- 30 mile-long island
- Southeast Asia
- Independence from Britain
- Trade
- Parliamentary Republic
- Growing economy



CULTURAL DIMENSIONS



* estimated

CULTURAL ONION

SYMBOLS

national flag, eggs

RITUALS

birth, birthdays, weddings, funerals

HEROES

Lim Bo Seng (war hero), current president
Halimah Yakob (first female president)



Crescent moon=
young nation on the
ascent

5 stars= ideals and
values of democracy,
peace, progress,
justice and equality
(SG, n.d.)

CULTURAL ONION CONT.

VALUES

5 shared values: Nation before community & society above self, family as basic unit of society, community support and respect for individual, consensus, not conflict, racial and religious harmony (NLB, 2014).

EXPRESSIONS

indirect culture (rely less on words), speaking loud= rude/overbearing, pointing with index finger= rude, 'catch no ball'= I don't understand

JAPAN

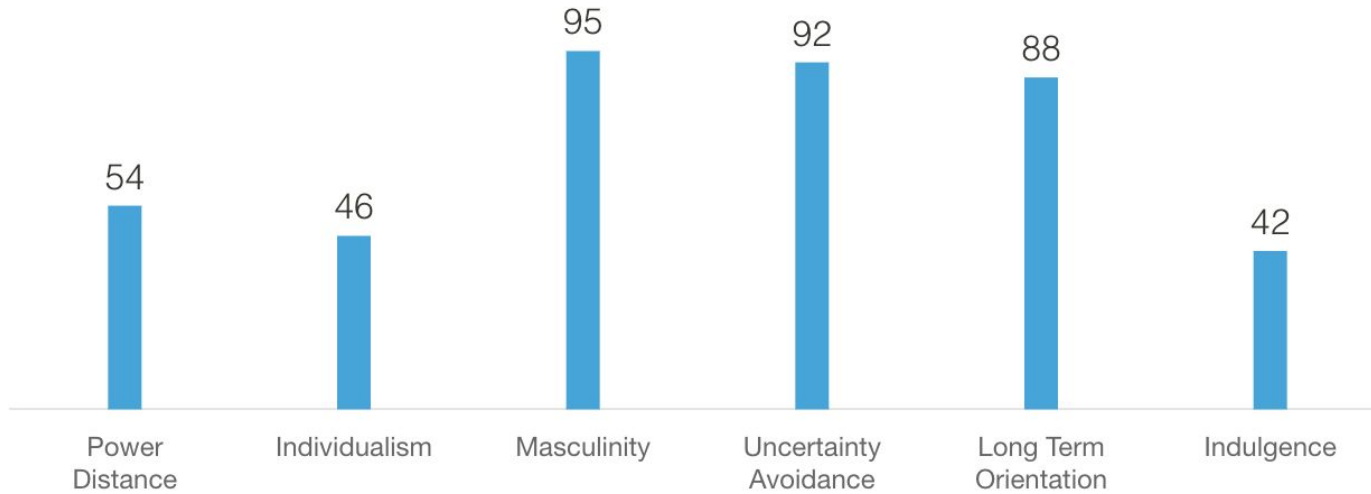
A wide-angle, eye-level shot of a bustling Japanese city street, likely in a major metropolitan area like Tokyo. The street is filled with a dense crowd of pedestrians, many wearing winter coats, walking in both directions. The buildings on either side are tall and modern, with numerous vertical signs and billboards in Japanese characters. Some signs are brightly lit, while others are more muted. The overall atmosphere is one of a busy, vibrant urban environment. The word "JAPAN" is overlaid in large, bold, green capital letters across the center of the image.

HISTORY OF JAPAN

- 3,500 smaller islands off the coast of Asia
- Connecting environment and spirituality
- Agriculture and competition
- Chinese and Western influences
- Military funding to growth of economy



CULTURAL DIMENSIONS



* estimated

CULTURAL ONION

SYMBOLS

National flag ("hi no maru"),
cherry blossom trees

RITUALS

Waiting to be introduced, etiquette while bowing

HEROES

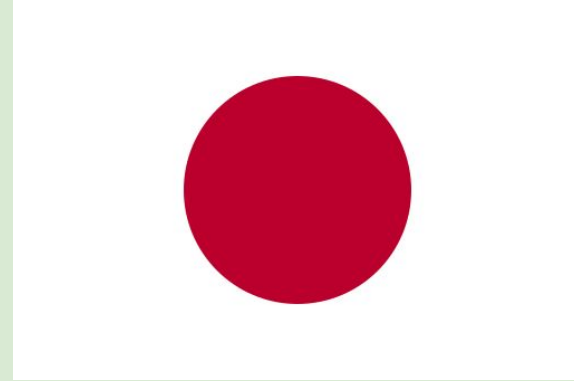
Prince Shotoku

VALUES

Respecting elders, knowing one's role, thinking of others

EXPRESSIONS

Nonverbal messages, facial expressions, tone of voice



(Flag of Japan, Wikipedia)

PRODUCT ORIGIN & BRAND CONTEXT

- Our product is an accessibility card that elders and people with disabilities (PWD) can apply for and use to extend the crosswalk timer whenever they are on the go
- Rolled out in over 400 locations in Singapore in 2009
- A number of competitors in Japan for elderly assistance
 - Toyota C+walk T mobility scooter
 - Panasonic PiiMO wheelchair
 - Panasonic ATOUN MODEL Y exoskeleton



S.W.O.T. ANALYSIS

<h2>S</h2> <p>Strengths</p>	<h2>W</h2> <p>Weaknesses</p>	<h2>O</h2> <p>Opportunities</p>	<h2>T</h2> <p>Threats</p>
<ul style="list-style-type: none">• Easy to use• Somewhat cheap• Made for elders and disabled individuals	<ul style="list-style-type: none">• Easily misplaced• Limited accommodations for disabled citizens• Negatively affect busy intersections	<ul style="list-style-type: none">• Easy implementation in Japan• Improve infrastructure• Downloadable card for iphones	<ul style="list-style-type: none">• Reducing senior citizen discounts in Japan• Limited access

COMMUNICATION OBJECTIVES

Informational

- Reach 25% of the target audience in one year
- Inform citizens of positive changes
- Personal I.D. cards to extend walk time
- Introduce to large cities

Attitudinal

- Increase brand awareness by 20% among the target audience in one year
- Highlight the positive impacts on the safety of target audience
- Emphasize issues to better brand's image

Behavioral

- Change actions of 15% of people in communities in one year
- Encourage citizens to take action and use new technology
- Target elders and their buying habits

TARGET AUDIENCE

- Japan has the largest percentage of elderly adults, with about 28.2% of the population being over the age of 65 (Population Reference Bureau, 2019)
- Two segments of consumers would specifically benefit from the *Green Man+ Program*: the elderly above the age of 60 (“**Elderly 60+**”) and those who have elderly parents/grandparents (“**Children of Elderly**”).

PRIMARY TARGET AUDIENCE

- 60+ years old
- Dankai generation
- Part of 'The Silver Market'- most influential consumers in Japan (above age 65)
- Avg. annual income= ¥3.349 million in 2017 (24,494.60 U.S. Dollars)
- Live in urban cities (Tokyo, Saitama, Aichi)
- Primarily use TV & newspapers
- Believe in working as long as they can (strong work ethic)
- Account for 13.5% of the workforce
- VALS: **Ryoshiki Innovators and Ryoshiki Adapters**= Focus on education, career achievement & professional knowledge. Home, family, and social status are leading concerns



SECONDARY TARGET AUDIENCE

- Children of the elderly
- 35-55 years of age
- Post Bubble Generation and the 80s Generation
- Live in Tokyo, Saitama, Aichi
- More literate
- Tech savvy
- Traditional Innovators/Traditional Adaptors
- Wives control finances, cautious shoppers
- Target more media forms of advertisement



Photo: (RODNAE Productions, 2021)

MESSAGE STRATEGY & EXECUTION

- Simple and straightforward graphics to reach target audience
- Include:
 - Visual hierarchy
 - Simple typeface
 - Appealing colors (green and orange)
 - simple and direct tagline = neutral power distance
 - QR code encourages citizens to learn more and use *Green Man+*
- (1) Newspaper ad, (2) Digital billboard, (3) Bus stop bench ad, (4) guerilla advertisement, (5) TV commercial

NEWSPAPER AD

- Grabs the attention of elders
- Graphically informs elderly citizens on the benefits of *Green Man+*
- QR code directs individuals on how to apply
- Small because very expensive



DIGITAL BILLBOARD

- Grabs attention of both primary and secondary audiences
- QR directs individuals to more information about *Green Man+*



BUS STOP BENCH AD

- Catches attention while waiting for bus
- Increases awareness that there is opportunity to walk more places instead of take the bus with *Green Man+*
- QR code directs to information about *Green Man+* and how to apply



GUERRILLA MARKETING: GREEN FOOTPRINTS

- Creatively catches peoples attention as they cross the street at certain crosswalks with the technology
- Raises awareness of *Green Man+*



TV COMMERCIAL

- Presents *Green Man+* as a tool to lower stress and lower the risk of accidents while crossing the street



<https://youtu.be/8OtAotMpD0E>

MEDIA STRATEGY

Traditional Media

- Newspaper ad
- TV Commercial

Nontraditional Media

- Digital Billboard
- Green Footprints (Guerilla marketing)
- Bus stop bench ads

THEME & STRATEGIES

Approach

- Benefit of the Benefit strategy
- Youthful, capable, secure
- Focus on the positive

(Frith & Mueller, n.d.)

Visuals

- Visual heavy
- Green and orange symbols
- Readable font

(Olesen, 2013)



BUDGET

- Final budget will cost around **\$85,405.03**, or **¥11,677,174**
- This includes the distribution costs for all of the media strategies as well as production costs for the TV commercial

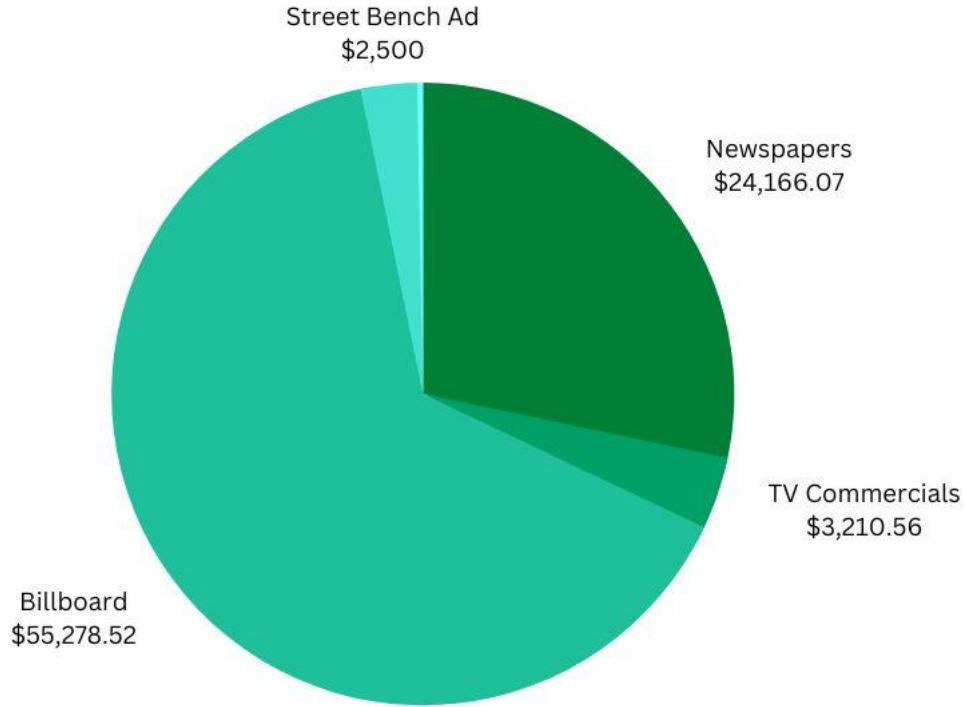


(Trovato, G. 2020)

BUDGET BREAKDOWN

- Newspaper ads (half of two columns) in Asahi Shimbun= \$24,166.07
- 30 second TV Commercial for Asahi TV= \$2,210.44
 - Plus production costs (\$1,000)= \$3,210.44
- Digital Billboard (15 seconds, 4x/hour)= \$4,606.54
- 4x/day, 3 days total= \$55,278.52
 - Street bench (10 benches, \$250/bench)= \$2,500
 - Footprints (\$50/can of paint, 5 cans)= \$250

Advertising Spending Costs



BENEFITS

Consumer Benefits:

- Assists the elderly in crossing the street
- Incentivizes walking more
- Promotes even healthier lifestyle
- Reduced car accidents

Program benefits:

- Wider audience and reach if expanded to Japan
- More money

PLAN FOR EVALUATION

1. Surveys (pre & post)
2. QR Code Data
3. Average # of scans / day
4. Elderly pedestrian accident data



CONCLUSION

Dimensions

- Both long term orientation
- Japan: high uncertainty avoidance

Campaign's Success

- Large market
- Lack of competition

QUIZ TIME:

Go to **Kahoot.it** and type in the code

<https://create.kahoot.it/share/green-man-plus-campaign-kahoot/c59792>

[8e-c02c-4dcf-aaba-c7e1a85ded71](#)

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