

Japan Football Association / Paint Japan Blue! (Please see video)

Prior to the opening of the World Cup Korea/Japan, this project was launched to "color all of Japan blue(Japan's national team color)" targeting a pre-opening match to highlight this national event, launched a project

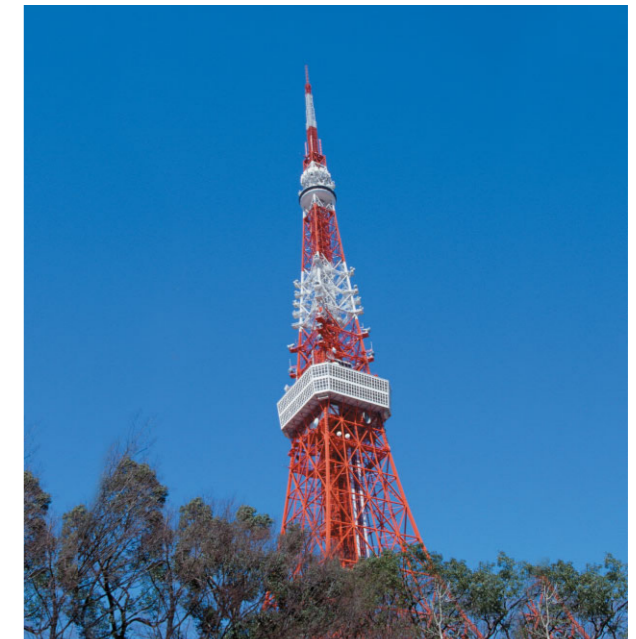
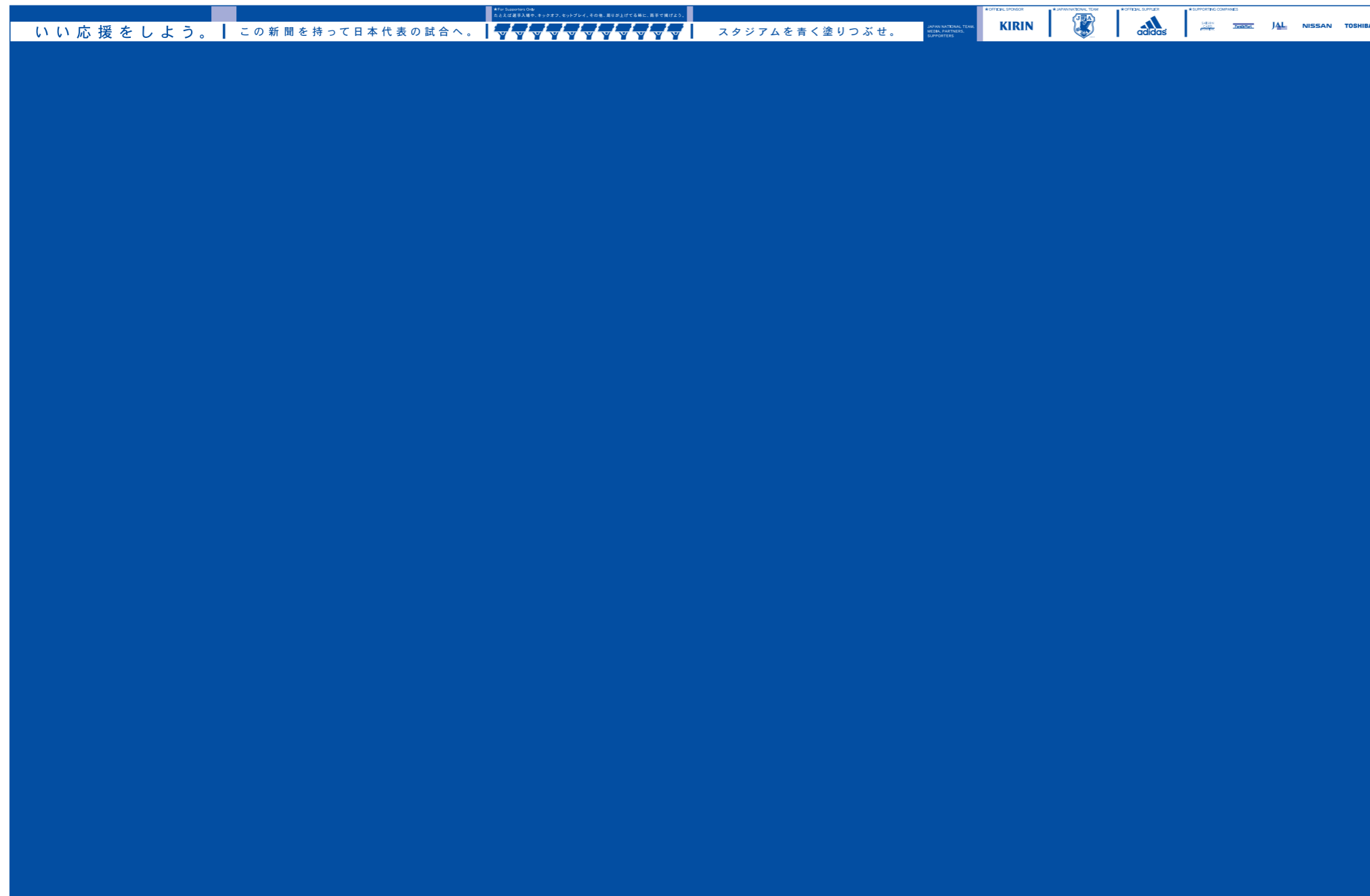
On the day of the match, a two-page ad was inserted in the national newspaper, Asahi Shimbun, (a home delivery rate of 99% with a circulation of 8.32 million). This served as a "cheering tool" for 50,000 supporters to use inside the stadium, coloring the entire stadium blue.

The televised match garnered a rating of 10 times TARP (27.0% of males 20-34 years old, while weekly average TARP of 5/20/2002 was 2.8%).

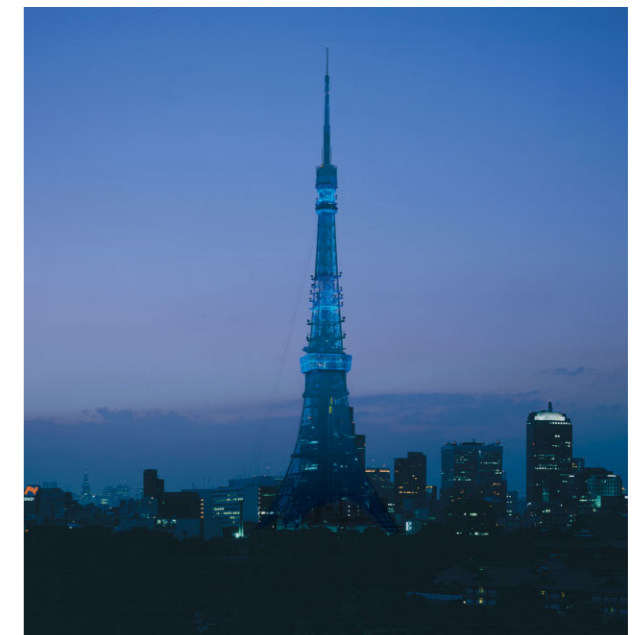
Bring this paper with you to cheer Japan's World Cup team.

Paint the stadium blue.

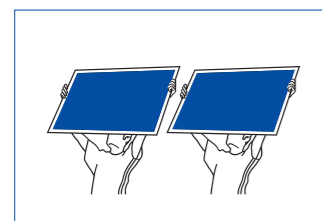
Sponsor space



Tokyo Tower, a symbol of Tokyo that 120 million residents look up to each day, is dubbed the Eiffel Tower of Japan.



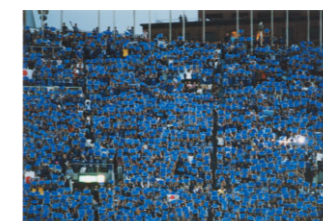
We colored this red-and-white tower in blue.



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After coloring two pages of Asahi Shimbun in blue, we colored the entire stadium in blue.



We colored the 50,000 people in blue.