

Maximizing Contact between the Consumers of Asia's Countries and Regions and Our Products

Our marketing activities in each country and region are aimed at maximizing contact between consumers and our products.

We effectively link cross-media communications with in-store communications to promote an understanding of our products among target customers and arouse interest.

We also hold events that, in addition to providing products, are aimed at forging ties between our brands and our target customers.

A woman with long brown hair, wearing a grey pinstriped blazer, is smiling and looking towards a man whose back is to the camera. She is holding a black Sony laptop. They are in a store aisle filled with various GATSBY laundry detergent products, including large bags hanging from the ceiling and smaller packages on shelves. The word "Marketing" is overlaid in large white letters across the bottom half of the image.

Marketing



Establishing the Group Marketing Strategy Division to Formulate Pan-Asian Marketing Strategies

We set up the Group Marketing Strategy Division in Japan in April 2012. In addition to category and brand strategies that incorporate our global management strategies, this office formulates medium- to long-term integrated marketing strategies for the Group as a whole.

Cross-Media Communications in Other Countries and Regions

To forge links between our brands and customers, we take a combined approach using various media to maintain a high contact ratio in the daily lives of our core target in a number of countries and regions. We work to raise brand and product awareness, understanding and empathy by increasing points of contact with consumers.



Proposing Sales Space That Is Easy for Consumers to See and Provides Good Product Access

We suggest which stores use shelving allocation software to create selling environments that are easy for customers to see and make it easy to select products. Sales staff visit shops to offer helpful information and feed a variety of information from stores back to the Company. This information is reflected in product development and sales promotion ideas.



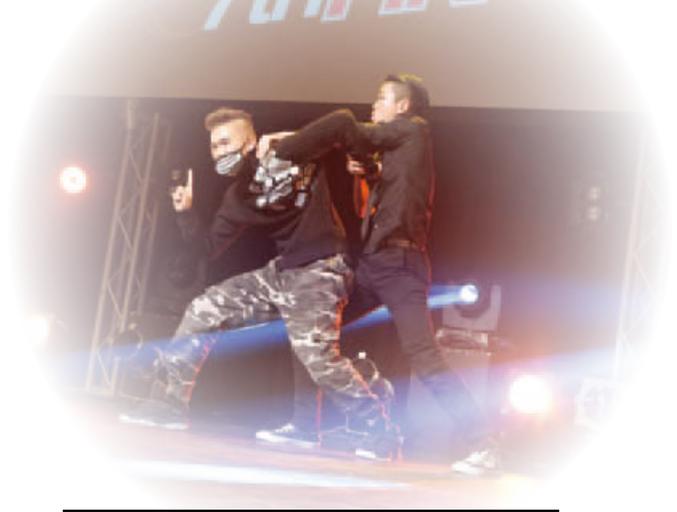
Marketing

Building Ties with Target Consumers throughout Asia with Our Gatsby Brand

Gatsby Student Commercial Awards

In this contest, students produce commercials featuring Gatsby products. By providing Japanese and other Asian students who produce videos every day as a matter of course with an opportunity to express themselves effectively, we aim to cultivate creative video artists. With this in mind, we launched this event in 2006.

The current event was the ninth, soliciting commercials from seven countries and regions: Hong Kong, Indonesia, South Korea, Malaysia, Taiwan, Thailand and Japan. Final entries numbered 920 works. In the first round of judging, the general public was invited to vote via the official Gatsby website (PC sites in Hong Kong, Indonesia, South Korea, Malaysia, Taiwan, Thailand and Japan, and a smartphone site in Japan), selecting 23 works. Final judging was held on November 22, 2014, at Harajuku Quest Hall in Tokyo. The grand prize was awarded to a team of three students of South Korea's Dong-Ah Institute of Media and Arts.



Group photo of final contestants nominated for the grand prize



The winning team of three from South Korea's Dong-Ah Institute of Media and Arts



The nine teams selected from around Asia at the Asia Grand Final



The two-man team representing South Korea that received the ultimate prize, The Greatest Gatsby Prize

Gatsby Dance Competition

Gatsby has grown to become Asia's top-selling brand in men's grooming. In addition to providing it as a product, we would like to see Gatsby serve as a way to highlight activities among Asia's youth and be a brand that provides them with opportunities to realize their dreams. Recognizing dance as a medium of communication that transcends differences of language and tradition, we have hosted art and performance competitions since 2008.

This year marked the seventh occasion for this event. The first round of the contest commenced in the respective locations of students from nine countries and regions—Hong Kong, Indonesia, South Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Japan. To decide one of the largest dance competitions in Asia, with 1,272 teams, we held the final round of judging on March 7, 2015 at O-East, a venue in Shibuya, Tokyo. Nine of the top teams from around Asia were invited to compete in this Asia Grand Final. The ultimate prize, The Greatest Gatsby Prize was awarded to a two-man team representing South Korea, who thrilled the audience with their "WITHBILL BABYZ G.O.T" performance.