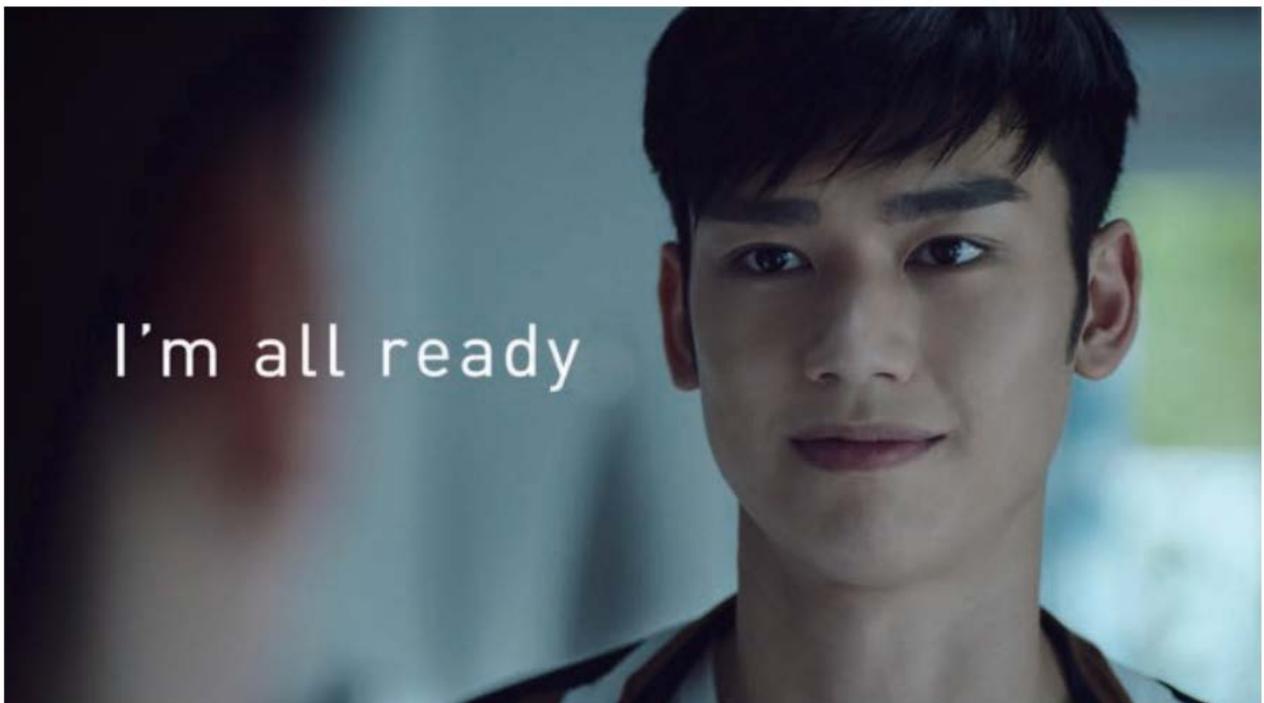


GATSBY Branded Video, “The Small Things,” to Be Released
Successively in Asian Countries from Friday, February 28

Mandom Corporation (head office, Osaka City; President Executive Officer & Director Motonobu Nishimura) will release a 60-second GATSBY branded video titled “The Small Things” on the GATSBY official site and SNS account on Friday, February 28, 2020. It will be accessible successively to 12 countries and regions in Asia. GATSBY, a young men’s cosmetic brand in Asia, aims to strengthen ties with young targets and appeal to more consumers.

GATSBY branded video



<Main cut of GATSBY branded video, “The Small Things”>

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Background of production

The brand message, “I’m all ready,” represents the value that GATSBY wants to produce. The brand aspires to stay close to and become friends (buddies*) with young Asians, thereby strengthening ties with them and appealing to more consumers.

*Buddy means a close friend

GATSBY branded video, “The Small Things”

GATSBY hopes to turn (switch) young Asians on, that is, to help them gain confidence or encourage them to start something new. This video conveys GATSBY’s stance by reminding you of universal male psyche: “The small things” can make men gain confidence and move forward. Boys are dreaming of becoming a boxer, heavy metal musician wearing makeup, basketball player, Muay Thai fighter and Superman. Changing into these characters makes them gain confidence and feel stronger (ready!).

The video shows GATSBY’s determination to be a small but reliable buddy* of young men, giving them confidence and encouraging them to try something out as well as making them well-groomed.

*Buddy means a close friend



Brand message, “I’m all ready”



<Global brand message, “I’m all ready”>

GATSBY is the most popular young men’s cosmetic brand in Japan and Asia. Its brand message, “I’m all ready,” represents the value that GATSBY wants to produce to enhance ties with consumers in a time when consumers and information cross borders easily and consumers prefer “experimental” to “material” consumption.

“I’m” indicates any consumer of GATSBY products. The combination of “all” and “ready” means that “both the mind and body are all ready, that GATSBY provides them with both functional value in terms of perfect grooming and mental value to make themselves always healthy.”