## Digital Inbound Manual

Junior Chamber International Tokyo 2021 JCI TOKYO 2020 Special Committee



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## What is Digital Inbound?



#### **(Summery of Digital Inbound)**

Digital Inbound is the online system built by JCI TOKYO 2020 special committee to evoke the new inbound consumption online instead of real visiting. It can be one of the solution to brake down the situation caused by the pandemic of COVID-19.

Specifically, the system is the combination of "online travel, live commerce and corss-border EC" and it allows travelers to enjoy shopping as they travel online.









The animation of Digital Inbound and the promotion video of online travel

Video is available below.

Japanese and English version (Animation)

https://youtu.be/uoW-o1j0Qoc

English and Chinese version (Animation and promotion video)

https://youtu.be/sAv6Hi5ixrE

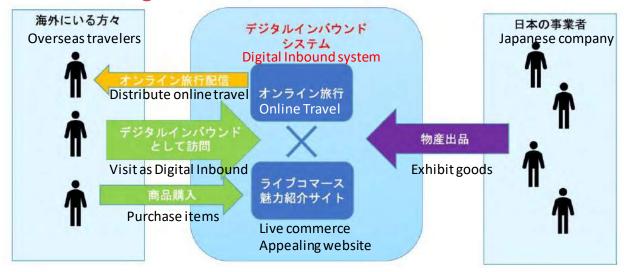
#### **(Present state of Digital Inbound)**

According to the interview for Japanese 3 major travel agencies, 2 of them had offered online travel only for domestic, and were looking for the methods to expand for inboud.

For the other one travel agecy had offered more than 100 overseas online travel from this September. Howerever, they had not been connected to live commerce nor online shopping.

We had some other interviews for the companies associated with live commerce and/or cross-border EC, none of them had the system as Digital Inboud.

#### **(Details of Digital Inboud)**



Digital Inboud offers Japanese online travels for overseas. There, the travelers visit Japan on website and are able to purchase items as shown during online travel.

The items were selected by considering the qualities of items, companies, and suitability for the online travel scenario. We received application from 28 companies and 20 of them were adopted.



As participating in online travel by PC or smartphone, traveles can purchase items provided by live commerce.

The introduction about the cultural background of each items were inserted before purchase this time. However, live commerce allows guests to put items directly to purchase cart and it may increase the rate of UI(User interface 1) purchase.

Introduction of items (English and Chinese)

#### https://www.digitalinbound.online/

 $\fine 1$  User interface means website visual and usability. It tends to be misunderstood to mean only the visual, however, it includes everything the users recognize about the website as the layout, pictures used, the font, the usability of menu and bottons.

## Report on the performance of Digital Inboud



#### Videos of each online travels

※The items can not be purchased as live commerse has been expired.

Please check out the videos below.



Zen tour URL

https://www.youtube.com/watch?v=jPQ5zVi\_avQ

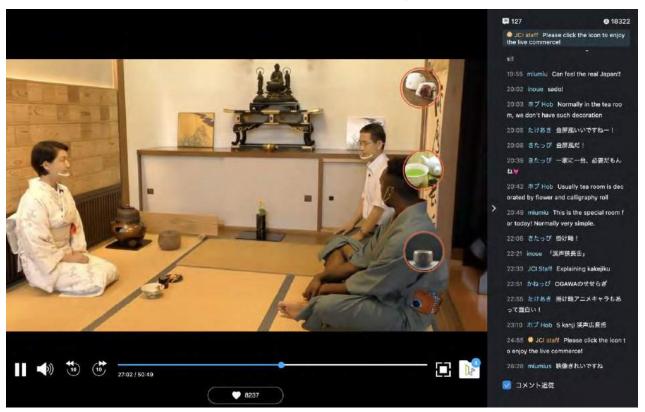


Asakusa tour URL

https://www.youtube.com/watch?v=z9GGakVVIXc

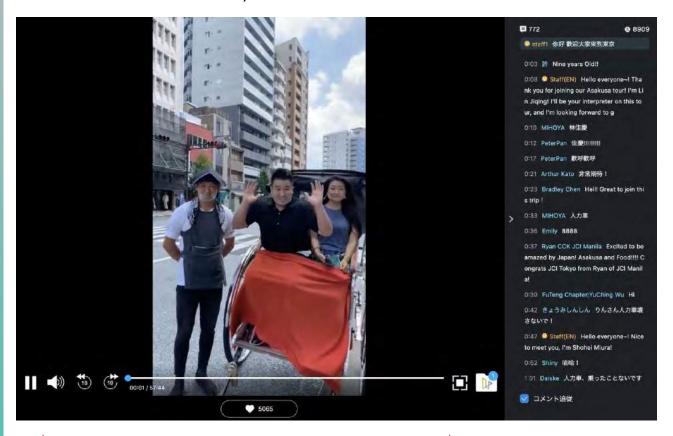
### **⟨Zen tour July 20. Number of online traffic⟩**

LIVE viewers 337 Archive 18,322 views (as of August 17)



#### **Asakusa tour. Number of online traffic**

#### LIVE viewers 801 Archive 8,909 views



#### **⟨Result of survey for participants. 98 answers⟩**



99.2% of participants answered YES for the question "Would you like to participate this kind of online travel in the future?"

The level of the participants' satisfaction was high. This result suggests the possibility for the Digital Inbound tour to allow travelers to participate online tour from anywhere by blushing up the contents.



The number one reason not to buy was the short duration of the online travel. The improvement on the display duration of the items and preparation of the review pages are needed in future.

The second reason was absence of attractive products. Items should have been selected on commercial basis not from public offering. They also should be associated in the area introduced in the online travel.

The third reason was because of inserting the introduction of the items. It may be solved by improving UI mentioned previously.



The answers to the question, "What kind of online travel would you like to participate in?" were listed left.

Traveling online provides participants the new way to enjoy tours which cannot be implemented in real trip. (e.g. Visiting different areas in one day) The potential possibility of online travel may be greater than real ones.



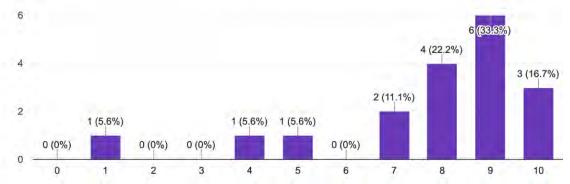
 $\triangle$ If there is a video, it is possible to sell products by using live commerce. There are various possibilities including LIVE distributing and videos.

The pictures above are of fireworks festival and local festivals. Clothing stores also can be another alternative for distributing. We believe that buying items during sports games will become a common option in near future.

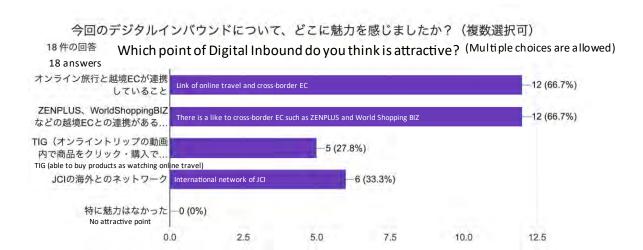
#### **⟨Voice of public business operators ⟩**

This is the result of survey for public business operators who provided the products.

今後デジタルインバウンドを開催する場合、また参加したいと思いますか? 18件の回答 Would you like to participate in Digital Inbound again in the future? 18 answers



13 of 18 companies (72%) chose over 8 which shows the high interest in Digital Inboud.



Especially the link to the cross-border EC was thought to be attractive. Most companies participated with interest in selling products overseas.



Participation fee to the Digital Inbound was free this time, however, the answers showed above suggest the possibility of charging the companies for advertisement fee.

#### **Access result** Viewer data

#### **◆**Zen tour

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### Googleアナリティクス 視聴者データ Google analytics viewer data



Data collection period集計期間: 2021/7/20~8/17

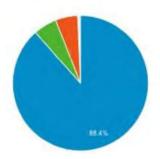
	User	User			
Country	[1-4- • • •	ユーザー			
イベントラベル:JCI 東京青年会議所_禅 トリップ Evert label:JCI Junior Chamber Tokyo_Zen trip	7,967	7,967 Set 117 5 FLD 3.44% Ratio to total (231,467)	16.  Netherlands	2	0.039
1. Indonesia	3,507	44.07%	17. D Ukraine	2	0.039
2. III Vietnam	1,979	24.87%	18. Bolivia	1	0.019
3.  Thailand	1,035	13.01%	19. Switzerland	1	0.019
4. Philippines	502	6.31%	20. B Cameroon	1	0.019
5. Japan	376	4.72%	21. w + Finland	1	0.019
6. Malaysia	174	2.19%	22. D Croatia	1	0.019
7. Mongolia	167	2.10%	23. III III Sri Lanka	1	0.019
8. Mes United States	113	1.42%	24. Luxembourg	1	0.019
9. Image: 9. Ima	34	0.43%	25. B Myanmar (Burma)	1	0.019
10. III Talwan	33	0.41%	26. Macao	1	0.015
11. W . Singapore	7	0.09%	27. Mauritius	1	0.019
12. 10 🚾 India	5	0.06%	28. II [i-1] Mexico	1	0.019
13. Ili III Germany	4	0.05%	29. Taraguay	1	0.019
14, a 🖼 Australia	2	0.03%	30. Sweden	1	0.019
15. III France	2	0.03%	31. (nat set)	1	0.01%

#### Googleアナリティクス 視聴者データ Google analytics viewer data



Data collection periodc 集計期間: 2021/7/20~8/17

#### 参照元/メディア Reference/ Media



参照元/メディア Reference/ Media	⊒-ff- User ✔ ↓	ユーザー User
イベントラベル:JCI 東京青年会議所_ 禅トリップ Evertible! ::Cl Anior Chamber Tokyo, Zen Ng	7,967	7,967 全体に対する概念 3.44% Ratio to total (231,467)
1. m.facebook.com / referral	7,048	88.44%
2. (direct) / (none)	447	5.61%
3. I.facebook.com / referral	419	5.26%
4. google / organic	12	0.15%
5. Instagram.com / referral	6	0.08%
6. digitalinbound.online / referral	5	0.06%
7. facebook.com / referral	5	0.06%
8, peatix.com / referral	5	0.06%
9. I.instagram.com / referral	4	0.05%
10. I.messenger.com / referral	4	0.05%

- Indonesia has the most viewers in the period of distributing. 3,507 people is 44% of total.
- Domestic viewers were only 6.3% and this showed most of the viewers were from overseas.
- English distributing made it possible for the viewers from various countries to participate. (30 countries)
- 93% of viewers were from Facebook.

#### **(Access result)** Viewer data

#### ◆Asakusa tour

Region

地域

#### Googleアナリティクス 視聴者データ Google analytics viewer data



Data collection periode計期間: 2021/7/20~8/17



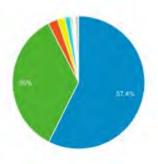


#### Googleアナリティクス 視聴者データ Google analytics viewer data



Data collection period 集計期間: 2021/7/20~8/17





参照元/メディア Reference/ Media	1-1-1 User ▼ ↓	<b>1-7-</b> User
イベントラベル:東京青年会議所 浅草 トリップ Evert label:JCl Junior Chamber Tokyo Asakusa trip	2,775 Ratio to total 1155,181	2,775 2,775 Amerika Mar. 1,78% Ratio to total (150, 191)
1. m.facebook.com / referral	1,600	57.41%
2. (direct) / (none)	975	34.98%
3. I facebook.com / referral	67	2.40%
4. magazine.focus-s.com / referral	51	1.83%
5. peatix.com / referral	35	1.26%
6. grn.focus-s.com / referral	10	0.36%
7. prtimes.jp / referral	9	0.32%
8. google / organic	6	0.22%
9. instagram.com / referral	5	0.18%
10. I.instagram.com / referral	5	0.18%

- Malaysia has the most viewers in the period of distributing. 1,475 people and this is 53% of total.
- The total number of viewers was 2/3 of Zen tour. The distributing was in Chinese and this is thought to be the cause of the reduction.
- And also, the number of countries participated was around 2/3 of Zen tour. This may be the
  effect of distributing in Chinese.
- 60% of the viewers were from Facebook, however, there were accesses from various channels compared to Zen tour.

#### **(AccessResult)** TIG (Live commerce) Live distributing analysis

#### **◆July 20 Zen tour**

①TIG LIVE 配信数値【7/20(火) ライブ中】

TIG LIVE distribute number [July 20, Tue. While live distributing]



	1ンテンツ(ライブ尺→50分49秒) Contents (live→50 min and 49 sec)	第一弾:禅トリ ~ First Edition:Zer		
	実施日 Date of distribute	2021年7月20日(火) 1	2:00-13:00	2021 July 20, Tuesday 12:00-13:00
	彩視聴数 Total number of view	561	-	
- Million	5秒以上視驗数 views (5秒以上視驗数/総視驗数)	541	96.4%	
视聴 Views	(views over 5 sec / total number of viewers) ユニークユーザ視聴数 Unique us er views	317	-	
	ユニークユーザ5秒以上視聴数 (ユニークユーザ5秒以上視聴数/ユニークユーザ視聴数) Unique user views over 5 sec	313	98.7%	
unuta Likes	(unique user views over 5 sec/unique user views) Likes	5,368		再生デバイス Devices
コメント Commer	コメント教 Comments	127	-	
タップ Taps	総タップ数 Total (総タップ数/ユニークユーザ視聴数) (Tota	taps 4,860 I taps / Unique user views)	15.3回	
ストック	TIGアイテムストック数 (TIGアイテムストック数/ユニークユーザ視聴数) TIG item stocks (TIG item stocks / unique user view	810	15.3 times 255.5%	
Stocks	ユニークストック数 Number of unique stocks	651	-	ios antroid windows mac other
URL連移	総ジャンブ数 (総ジャンブ数/ユニークユーザ視聴数) Total number of jump	422	133.1%	IOS → 56.3% (316) Android → 15.2% (85) Windows → 20.7% (116)
URL transition	(Total number of jump / unique user views)	379	14	Mac → 7.5% (42) Other → 0.4% (2)

- Total live viewers were 561. Unique users were 317 and 98.7% of them continued to watch over 5 seconds. High participation rate.
- The numbers of total taps for each products were 4860 times. 15.3 times per person. Introduced items were 15 and it is assumed that almost every products were tapped.
- The number of stocks were 810 and 2.5 items were stocked per 1 user. Moreover, there
  were 422 jumps to the introduction pages of stocked items. This means 1.3 jumps per
  person.
- 71.5 % of viewers used smartphones and this shows the easiness of viewing. On the other hand, almost 30% of PC users were there compared to archive. The major number of viewers with deep-interest is assumed.

#### **(Accessresult)** TIG (Live commerce)



- The best 3 items on stock were Chotai-ji temple, Chotai-ji charnel house and 3-min Kimono. They were the items showed up the beginning. The forth and fifth were tea ceremony instructor and the member of ending. The result showed the high interest on "people".
- The ranking of the numbers of jumps were almost the same as it of the number of stocks.
   The item got the highest number of jumps was 3-min Kimono.
- When comparing the rate of transition, the highest was on Japanese confectionery, 75%. He second was Buddhist religious objects. Even the absolute number was small, it showed that the customers with deep-interest were tapped those items.

### **(Access result)** TIG (Live commerce) After distributing archive analysis

**◆July 20 Zen tour** 

## TIG LIVE distribute number ②TIG LIVE 配信数値【7/20(火)~ 8/17(火) アーカイブ配信】【July 20 to Aug. 17, Tue. After distributing archive】



4	]ンテンツ(ライブ尺→50分49秒) Contents (live→50 min and 49 sec)	第一弾:禅卜! ~ First Edition:Ze			
	集計期間 Date of distribute	2021年7月31日(土) -		25%再生率	
	Total number of view	8,485 <sup>2021 July 3</sup>	1 Sat. – Augst 17 Tue.	25% watched 50%再生率	
視度数	5秒以上視聴数 (5秒以上視聴数/緒視聴数) views over 5 sec	5,852	69.0%	50% watched 75%再生率	
Views	(views over 5 sec / total number of viewers) Unique user views	7,760	-	75% watched 100%再生率(再生完了等	
	ユニークユーザ5秒以上視聴数 (ユニークユーザ5秒以上視聴数/ユニークユーザ視聴数) Unique user views over 5 sec	5,479	70.6%	100% watched (cor平均再生率	
Likes	(unique user views over 5 sec / unique user views) しいける数 Likes	<del>-</del>	-	Average rate of vio	
コメント Commer	コメント数 Comments	.eu			
タップ Taps	総タップ数 Total (総タップ数/ユニークユーザ視聴数) (Total	taps 10,464 taps / Unique user views)	1.3回 1.3 times	67	
ストック	TIGアイテムストック教 (TIGアイテムストック数/ユニークユーザ視聴教) TIG item stocks (TIG item stocks / unique user views	711	9.1%		
Stocks	フェークストック数 Number of unique stocks	511		los android	
URL选移	総ジャンブ数 (総ジャンブ数/ユニークユーザ視聴数) Total number of jump	160	2.1%	iOS → 7.2% (608) Android → 87.6% (7,430)	
URL transition	(Total number of jump / unique user views) Number of unique jumps	137	*	Windows → 4.7% (401) Mac → 0.5% (45)	



- Total viewers of archive was 8,485. Unique users were 7,760. 69% of them watched over 5 seconds which was less than it of live viewers. However, nearly 18 times more guests were viewing compared to Live distributing.
- Total number of taps to each products was 10,464 and it was 1.3 taps per person. It was 10% of the numbers on Live distributing.
- Stocks were 711 times. 1 stock per 10 users. Jumps to the introduction page of the stocked items wer 160 times and this meant each one in 50 users jumped to the introduction page. Item stocks and the number and the rate of URL transition were less than Live distributing.
- 94.8 % of viewers used smartphones and this shows the easiness of viewing.
- The rate of complete view was 1%. Some improvement is needed on this issue.

#### **(Accessresult)** TIG (Live commerce)





- The best 3 items on stock were 3-min Kimono, Chotai-ji temple charnel house and tea utensils. More Japanese original items were chosen than they were in Live distributing. The result of green tea ranked in fifth shows the high interest in tea.
- The numbers of jumps were in the same order as the best stocked items.
- Comparing the rate of transition of each items, the best was Buddhist religious objects which was 41%. On the other hand, tea utensils, which was in third place of the number of item stocks, only had 6% of transition rate.

## **〈Accessresult〉 TIG** (Live commerce) Live distributing analysis

#### **◆July 31 Asakusa tour**

①TIG LIVE 配信数値【7/31(土) ライブ中】

TIG LIVE distribute number 【July 31, Sat. While live distributing】



	コンテンツ(ライブ尺→57分44秒) Contents (live→57 min and 44 sec)	第二弾:浅草 ~第二弹浅草		Second edition : Asakusa tripedition
	実施日 Date of distribute	2021年7月31日(土	13:00-14:00	2021 July 31, Sat. 13:00 – 14:00
	<b>E</b> 表現	1,229	-	
視聴 Views	5秒以上視聴数 (5秒以上視聴数/敲視聴数) views over 5 sec	1,174	95.5%	
	(views over 5 sec / total number of viewers) ユニークユーザ視聴数 Unique user views	691	÷	
	ユニークユーザ5秒以上視聴数 (ユニークユーザ5秒以上視聴数/ユニークユーザ視聴数) Unique user views over 5 sec	675	97.7%	
Likes	(unique user views over 5 sec / unique user views) しい対象 Likes	2,887		再生デバイス Device
コメント Commer	コメント数 Comments	826	*	
タップ Taps	総タップ数 Total taps (総タップ数/ユニークユーザ視聴数) (Total taps	5,810 s / Unique user views)	8.4 mes	
ストック	TIGアイテムストック数 (TIGアイテムストック数/ユニークユーザ視聴数) TIG item stocks (TIG item stocks / unique user views)	1,304	188.7%	
Stocks	ユニークストック会 Number of unique stocks	944		ios androld windows mac other
URL連移	総ジャンプ数 (総ジャンプ数/ユニークユーザ視聴数) Total number of jump	618	89.4%	iOS → 59.3% (729) Android → 26.0% (319) Windows → 9.7% (119)
RL transition	n (Total number of jump / unique user views) ユニークシャンブ数 Number of unique jumps	516	*	Mac → 4.9% (60) Other → 0.2% (2)

- Total live viewers were 1,229. Unique users were 691 and 97.7% of them continued to watch over 5 seconds. High participation rate.
- The number of comments was 826 which was far more than it was on Zen tour. The flexibility of online tour was affected effectively.
- The numbers of total taps for each products were 5,810 times. 8.4 times per person. Introduced items were 15 and it is assumed that almost a half of products were tapped.
- The number of stocks were 1,304 and 1.9 items were stocked per 1 user. Moreover, there were 618 jumps to the introduction pages of stocked items. This means 0.9 jumps per person and this remained as a subject needed to be improved.
- 75.3 % of viewers used smartphones and this shows the easiness of viewing. On the other hand, almost 15% of PC users were there compared to archive. The major number of viewers with deep-interest is assumed.

## **(Accessresult)** TIG (Livecommerce)

#### ◆July 31 Asakusa tour





- The best 3 items on stock (excluding the survey) were Rice crackers (brittles), Nagoya uiro and rice crackers. The result shows the high interest in food. Kozue Takizawa ranked in fourth place which shows users are interested in people.
- The best 3 items with the numbers of jumps to the introduction pages were Nagoya Uiro, Kozue Takizawa and Sakaeya a suit. (Excluding a survey)
- Comparing the rate of transition of each items, the highest was 58% of Nagoya Uiro and the second was Sakaeya a suit, 55%. The rate was lower than it was in Zen tour, there were 2.1 times more unique users. This suggests the tour was successful to approach more users.

#### **(Accessresult)** TIG (Livecommerce) After distributing archive

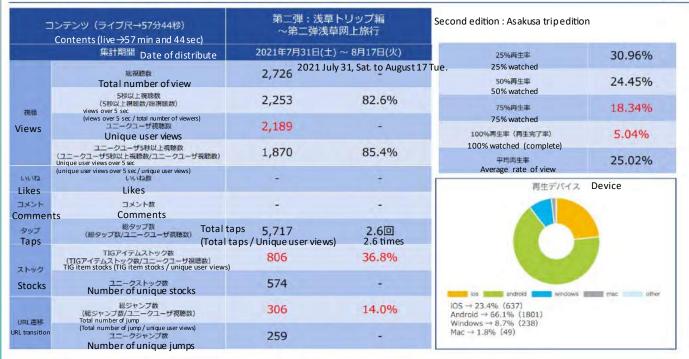
#### ◆July 31 Asakusa tour

②TIG LIVE 配信数値【7/31(土) ~ 8/17(火) アーカイブ配信】

TIG LIVE distribute number

[July 31 Sat. to August 17 Tue. After distributing archive]





- Total viewers of archive was 2,726. Unique users were 2,189. 85.4% of them watched over 5 seconds which was a bit less than it of live viewers, but still many viewers.
- Total number of taps to each products was 5,717 and it was 2.6 taps per person. There was not much gap compared to it of live distributing.
- Stocks were 806 times. 3 stocks per 10 users. Jumps to the introduction page of the stocked items were 306 times and this meant each one in 7 users jumped to the introduction page. Item stocks and the number and the rate of URL transition were less than Live distributing and especially the rate of transition had a great gap between live and archive.
- 89.5 % of viewers used smartphones and this shows the easiness of viewing.
- The rate of complete view was 5% and it differed from it of Zen tour. There was 8% difference in the rate of 25% watched. It is assumed that the advantage of Asakusa tour, visiting many places, successfully approached to the users.

#### **(Accessresult) TIG** (Livecommerce)





- The best 3 items on stock were O∼i ocha (greentea), Sakaeya a suit and Rice crackers (brittles). All these items were introduced in the beginning and the result differed from it in live distributing.
- The best 3 items with the numbers of jumps to the introduction pages were also O ~i ocha (greentea), Sakaeya a suit and Kozue Takizawa which was on fourth in the number of the item stock.
- Comparing the rate of transition of each items, the highest was 57.8% of Kozue Takizawa. O

   ~i ocha (greentea), Sakaeya a suit and Rice crackers (brittles), which ranked high in the
   number of item stocks, were only around 35% of transition.

#### **Accessresult** TIG (Live commerce)

#### **◆**Comparison between Live and archive

	ライブ配信	禅ツアー	浅草ツアー	比較 (浅草ツアー/禅ツアー)
	Total number of view	561	1,229	(没早ファー/神ファー)
Views	Views over 5 sec (Views over 5 sec/total number of viewers)	541	1,174	217.0%
views	Unique user views	317	691	218.0%
	Unique user views over 5 sec (Unique user views)	313	675	215.7%
Likes	Likes	5,368	2,887	53.8%
Comment s	Comments	127	826	650.4%
Taps	Total taps(Total taps / Unique user views)	4,860	5,810	119.5%
Stocks	TIG item stocks (TIG item stocks / unique user views)	810	1,304	161.0%
	Number of unique stocks	651	944	145.0%
URL transition	Total number of jump (Total number of jump / Unique user views)	422	618	146.4%
transition	Number of unique jumps	379	516	136.1%
	アーカイブ配信	禅ツアー	浅草ツアー	比較 (浅草ツアー/禅ツアー)
	アーカイブ配信 Total number of view	<b>禅ツアー</b> 8,485	浅草ツアー 2,726	比較 (浅草ツアー/禅ツアー) 32.1%
				(浅草ツアー/禅ツアー)
Views	Total number of view	8,485	2,726	( <b>浅草ツア</b> ー/ <b>禅ツアー</b> ) 32.1%
Views	Total number of view views over 5 sec	8,485	2,726	( <b>浅草ツア</b> ー/ <b>禅ツアー</b> ) 32.1%
Views	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec	8,485 5,852	2,726 2,253	(浅草ツアー/禅ツアー) 32.1% 38.5%
Views	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views	8,485 5,852 7,760	2,726 2,253 2,189	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2%
Views	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec	8,485 5,852 7,760	2,726 2,253 2,189	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2%
	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec (unique user views over 5 sec / unique user views)	8,485 5,852 7,760	2,726 2,253 2,189	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2%
Likes Comment	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec (unique user views over 5 sec / unique user views) Likes	8,485 5,852 7,760	2,726 2,253 2,189	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2%
Likes Comment s	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec (unique user views over 5 sec / unique user views) Likes  Comments  Total taps (Total taps / Unique user views)  TIG item stocks (TIG item stocks / unique user views)	8,485 5,852 7,760 5,479	2,726 2,253 2,189 1,870	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2% 34.1%
Likes Comment s Taps	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec (unique user views over 5 sec / unique user views) Likes  Comments  Total taps (Total taps / Unique user views) TIG item stocks (TIG item stocks / unique user views) Number of unique stocks	8,485 5,852 7,760 5,479	2,726 2,253 2,189 1,870	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2% 34.1% 54.6%
Likes Comment s Taps	Total number of view views over 5 sec (views over 5 sec / total number of viewers) Unique user views Unique user views over 5 sec (unique user views over 5 sec / unique user views) Likes  Comments  Total taps (Total taps / Unique user views)  TIG item stocks (TIG item stocks / unique user views)	8,485 5,852 7,760 5,479 10,464 711	2,726 2,253 2,189 1,870 5,717 806	(浅草ツア―/禅ツア―) 32.1% 38.5% 28.2% 34.1% 54.6% 113.4%

- Asakusa tour showed greater number of views, stocks and the rate of transition on live distributing.
- Especially the number of comments on Asakusa tour was 6.5 times more than Zen tour which mentioned the advantage of Live distributing.
- The number of archive views on Zen tour was much greater than it of Asakusa tour. However, item stocks and the rate of transition of Asakusa tour showed higher numbers and the aim of Digital Inbound was achieved in Asakusa tour rather than in Zen tour in terms of purchase.

#### **(Access result)** HP (Website liked to live commerce)

29-Jun				Unique number	The rate of direct	The aberage duration
29-Jun	-		Number of sessions	of visters	return on website	of sessions
30-Jun   5		2	1		0%	0:00:46
5-Jul         4         2         2         50%         0.002           6-Jul         1         1         1         1         100%         0.000           8-Jul         1         1         1         1         100%         0.000           12-Jul         1         1         1         100%         0.000           13-Jul         3         3         3         100%         0.000           14-Jul         8         5         5         60%         0.003           15-Jul         5         5         5         100%         0.000           16-Jul         47         24         23         88%         0.001           17-Jul         6         3         3         3         100%         0.000           18-Jul         3         3         3         100%         0.001         19-Jul         60         14         12         36%         0.001           19-Jul         60         14         12         36%         0.001         19-Jul         60         14         12         36%         0.001           22-Jul         3         3         3         100%         0.002	29-Jun	10	4	2	75%	0:00:46
6-Jul		5				0:01:50
T-Jul		4			50%	0:00:29
R-Jul		1	1	1		0:00:00
12-Jul		1	1	1		0:00:00
13-Jul   3   3   3   100%   0.00.0     14-Jul   8   5   5   60%   0.00.3     15-Jul   5   5   5   5   100%   0.00.0     16-Jul   47   24   23   88%   0.00.1     17-Jul   6   3   3   3   33%   0.00.3     18-Jul   3   3   3   3   33%   0.00.3     18-Jul   3   3   3   3   33%   0.00.3     19-Jul   60   14   12   36%   0.01.1     20-Jul   365   138   121   57%   0.04.4     21-Jul   6   4   4   4   75%   0.03.1     22-Jul   3   3   3   3   100%   0.00.0     23-Jul   20   4   3   50%   0.05.4     25-Jul   22   7   5   5   57%   0.04.2     26-Jul   6   4   4   4   100%   0.00.0     27-Jul   4   4   4   4   100%   0.00.0     28-Jul   55   12   7   6   6   6   6   6     30   30-Jul   68   18   14   50%   0.00.3     30-Jul   68   18   14   50%   0.00.3     30-Jul   68   18   14   50%   0.00.3     29-Jul   20   8   7   50%   0.00.3     20-Jul   21   55   12   7   6   6   6     30   7   50%   0.00.3     29-Jul   21   60   8   7   50%   0.00.3     29-Jul   22   10   9   70%   0.00.4     30-Jul   68   18   14   50%   0.00.3     29-Jul   21   60   8   7   50%   0.00.3     29-Jul   20   15   70%   0.00.2     29-Jul   20   10   10   10   10   10     20-Jul   20   3   7   50%   0.00.3     29-Jul   20   10   10   10   10   10     20-Jul   20   10   10   10   10		1				0:00:00
14-Jul   8   5   5   5   60%   0.003     15-Jul   47   24   23   88%   0.001     17-Jul   6   3   3   3   33%   0.003     18-Jul   3   3   3   3   100%   0.000     19-Jul   60   14   12   36%   0.011     20-Jul   365   138   121   57%   0.044     21-Jul   6   4   4   75%   0.031     22-Jul   3   3   3   3   100%   0.000     23-Jul   20   4   3   50%   0.054     25-Jul   22   7   5   57%   0.042     26-Jul   26   4   4   4   100%   0.000     23-Jul   20   4   4   4   100%   0.000     23-Jul   55   12   7   67%   0.031     25-Jul   55   12   7   67%   0.033     29-Jul   55   12   7   67%   0.033     30-Jul   68   18   14   50%   0.004     30-Jul   534   216   191   48%   0.061     1-Aug   20   8   7   50%   0.032     2-Aug   30   20   15   70%   0.033     2-Aug   39   21   16   48%   0.062     5-Aug   24   15   15   60%   0.015     6-Aug   37   19   16   68%   0.013     8-Aug   27   23   20   83%   0.011     10-Aug   20   13   13   69%   0.032     11-Aug   20   13   13   10   64%   0.032     11-Aug   20   13   13   14   66%   0.042     11-Aug   39   13   12   46%   0.042     11-Aug   5   5   5   5   5   5   5   5   5     10-Mug   5   5   5   5   5   5   5     11-Aug   5   5   5   5   5   5   5     11-Aug   5   5   5   5   5   5   5     11-Aug   5   5   5   5   5   5     11-Aug   5   5   5   5   5   5     11-Aug   5   5   5   5   5   5     11-Au		1				0:00:00
15-Jul		3				0:00:00
16-Jul						0:00:37
17-Jul   6   3   3   3   33%   0:00:3     18-Jul   3   3   3   3   3   3   3   100%   0:00:0     19-Jul   60   14   12   36%   0:01:1     20-Jul   365   138   121   57%   0:04:4     21-Jul   6   4   4   4   75%   0:03:1     22-Jul   3   3   3   3   3   100%   0:00:0     23-Jul   20   4   3   50%   0:05:4     25-Jul   22   7   5   57%   0:04:2     26-Jul   6   4   4   4   50%   0:02:2     26-Jul   6   4   4   4   100%   0:00:0     28-Jul   55   12   7   67%   0:03:3     29-Jul   22   10   9   70%   0:00:4     30-Jul   68   18   14   50%   0:00:3     31-Jul   534   216   191   48%   0:06:1     1-Aug   20   8   7   50%   0:03:3     2-Aug   30   20   15   70%   0:00:0     4-Aug   39   21   16   48%   0:00:0     5-Aug   24   15   15   15   60%   0:01:5     6-Aug   37   19   16   66%   0:01:5     7-Aug   20   13   13   69%   0:03:0     10-Aug   20   13   13   69%   0:03:0     11-Aug   27   23   20   33%   0:01:1     10-Aug   20   13   13   69%   0:03:0     11-Aug   21   10   64%   0:03:2     11-Aug   22   11   10   64%   0:03:2     12-Aug   13   7   7   7   57%   0:01:3     13-Aug   18   8   8   8   88%   0:00:2     14-Aug   1   1   1   1   10%   0:00:0     17-Aug   39   13   12   46%   0:04:2     18-Aug   5   4   4   4   75%   0:00:3     19-Aug   5   5   5   5   50:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   5   5   5   5   50:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   5   5   5   50:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   5   5   50:00:3     19-Aug   4   2   1   50%   0:00:3						0:00:00
18-Jul   3   3   3   100%   0:00:00     19-Jul   60   14   12   36%   0:01:1     20-Jul   365   138   121   57%   0:04:4     21-Jul   6   4   4   75%   0:03:1     22-Jul   3   3   3   3   100%   0:00:0     23-Jul   20   4   3   50%   0:05:4     25-Jul   22   7   5   57%   0:04:2     26-Jul   6   4   4   4   50%   0:02:2     27-Jul   4   4   4   4   100%   0:00:0     27-Jul   4   4   4   4   100%   0:00:0     28-Jul   55   12   7   67%   0:03:3     29-Jul   55   12   7   67%   0:03:3     30-Jul   68   18   14   50%   0:04:2     31-Jul   534   216   191   48%   0:06:1     1-Aug   20   8   7   50%   0:03:3     2-Aug   30   20   15   70%   0:02:2     3-Aug   4   4   4   4   100%   0:00:0     4-Aug   39   21   16   48%   0:02:4     5-Aug   37   19   16   68%   0:01:5     6-Aug   37   19   16   68%   0:01:5     7-Aug   33   3   3   3   3   0:01:1     10-Aug   20   13   13   69%   0:03:3     11-Aug   22   11   10   64%   0:00:0     9-Aug   27   23   20   83%   0:01:1     10-Aug   20   13   13   69%   0:03:2     11-Aug   22   11   10   64%   0:03:2     12-Aug   13   7   7   57%   0:01:3     13-Aug   18   8   8   8   88%   0:00:2     14-Aug   19   10   64%   0:03:2     15-Aug   5   5   5   100%   0:00:0     17-Aug   39   13   12   46%   0:00:0     17-Aug   5   4   4   4   75%   0:00:3     18-Aug   5   4   4   75%   0:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   5   5   5   5   5   5   5     10-Mug   5   5   5     10-Mug   5   5   5     10-Mug   5   5   5     10-Mug   5   5   5     10-Mug						0:00:16
19-Jul   60						0:00:31
20-Jul   365						0:00:00
21-Jul   6						0:01:17
22-Jul   3   3   3   100%   0:00:00						0:04:46
23-Jul   20						
25-Jul   22   7   5   57%   0:04:2						i
26-Jul   6						
27-Jul						
28-Jul         55         12         7         67%         0:03:0           29-Jul         22         10         9         70%         0:00:4           30-Jul         68         18         14         50%         0:04:3           31-Jul         534         216         191         48%         0:06:1           1-Aug         20         8         7         50%         0:03:3           2-Aug         30         20         15         70%         0:02:2           3-Aug         4         4         4         100%         0:00:0           4-Aug         39         21         16         48%         0:02:4           5-Aug         39         21         16         48%         0:02:4           5-Aug         39         21         16         48%         0:02:4           5-Aug         37         19         16         68%         0:01:5           6-Aug         37         19         16         68%         0:01:0           7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         3         100%         0:00:0 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
29-Jul         22         10         9         70%         0:00:4           30-Jul         68         18         14         50%         0:04:3           31-Jul         534         216         191         48%         0:06:1           1-Aug         20         8         7         50%         0:03:3           2-Aug         30         20         15         70%         0:02:2           3-Aug         4         4         4         100%         0:00:0           4-Aug         39         21         16         48%         0:02:4           5-Aug         24         15         15         60%         0:01:5           6-Aug         37         19         16         68%         0:01:0           7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         100%         0:00:0           9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2						
30-Jul   68						
31-Jul   534   216   191   48%   0:06:1     1-Aug   20   8   7   50%   0:03:3     2-Aug   30   20   15   70%   0:02:2     3-Aug   4   4   4   4   100%   0:00:0     4-Aug   39   21   16   48%   0:02:4     5-Aug   24   15   15   60%   0:01:5     6-Aug   37   19   16   68%   0:01:0     7-Aug   33   16   15   88%   0:01:3     8-Aug   3   3   3   3   100%   0:00:0     9-Aug   27   23   20   83%   0:01:1     10-Aug   20   13   13   69%   0:03:0     11-Aug   22   11   10   64%   0:03:2     12-Aug   18   8   8   88%   0:00:2     14-Aug   1   1   1   100%   0:00:0     15-Aug   6   3   3   3   67%   0:00:5     16-Aug   5   5   5   100%   0:00:0     17-Aug   39   13   12   46%   0:04:2     18-Aug   5   4   4   75%   0:00:3     19-Aug   5   4   4   75%   0:00:3     19-Aug   4   2   1   50%   0:08:1     10-Aug   5   0:00:3     19-Aug   4   2   1   50%   0:08:1     10-Aug   5   60.00:3   10-Aug   10.00:0     10-Aug   39   13   12   46%   0:04:2     11-Aug   39   13   12   46%   0:04:2     11-Aug   5   5   5   5   0:00:3     11-Aug   5   4   4   75%   0:00:3     11-Aug   5   6   6   6   6   6   6   6   6     11-Aug   5   7   7   7   7   7     11-Aug   7   7   7   7   7     11-Aug   7   7						
1-Aug         20         8         7         50%         0:03:3           2-Aug         30         20         15         70%         0:02:2           3-Aug         4         4         4         100%         0:00:0           4-Aug         39         21         16         48%         0:02:4           5-Aug         24         15         15         60%         0:01:5           6-Aug         37         19         16         68%         0:01:0           7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         100%         0:00:0           9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:0						
2-Aug         30         20         15         70%         0:02:2           3-Aug         4         4         4         4         100%         0:00:0           4-Aug         39         21         16         48%         0:02:4           5-Aug         24         15         15         60%         0:01:5           6-Aug         37         19         16         68%         0:01:0           7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         100%         0:00:0           9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:5           15-Aug         6         3         3         67%         0:00:5						
3-Aug         4         4         4         100%         0:00:00           4-Aug         39         21         16         48%         0:02:4           5-Aug         24         15         15         60%         0:01:5           6-Aug         37         19         16         68%         0:01:0           7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         100%         0:00:0           9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:0           15-Aug         6         3         3         67%         0:00:5           16-Aug         5         5         5         100%         0:00:5						
4-Aug       39       21       16       48%       0:02:4         5-Aug       24       15       15       60%       0:01:5         6-Aug       37       19       16       68%       0:01:0         7-Aug       33       16       15       88%       0:01:3         8-Aug       3       3       100%       0:00:0         9-Aug       27       23       20       83%       0:01:1         10-Aug       20       13       13       69%       0:03:0         11-Aug       22       11       10       64%       0:03:2         12-Aug       13       7       7       57%       0:01:3         13-Aug       18       8       8       88%       0:00:2         14-Aug       1       1       1       100%       0:00:0         15-Aug       6       3       3       67%       0:00:5         16-Aug       5       5       5       100%       0:00:5         17-Aug       39       13       12       46%       0:04:2         18-Aug       5       4       4       75%       0:00:3         19-Aug						
5-Aug     24     15     15     60%     0:01:5       6-Aug     37     19     16     68%     0:01:0       7-Aug     33     16     15     88%     0:01:3       8-Aug     3     3     100%     0:00:0       9-Aug     27     23     20     83%     0:01:1       10-Aug     20     13     13     69%     0:03:0       11-Aug     22     11     10     64%     0:03:2       12-Aug     13     7     7     57%     0:01:3       13-Aug     18     8     8     88%     0:00:2       14-Aug     1     1     100%     0:00:0       15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
6-Aug         37         19         16         68%         0:01:0           7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         100%         0:00:0           9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:0           15-Aug         6         3         3         67%         0:00:5           16-Aug         5         5         5         100%         0:00:0           17-Aug         39         13         12         46%         0:04:2           18-Aug         5         4         4         75%         0:00:3           19-Aug         4         2         1         50%         0:08:1						
7-Aug         33         16         15         88%         0:01:3           8-Aug         3         3         100%         0:00:0           9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:0           15-Aug         6         3         3         67%         0:00:5           16-Aug         5         5         5         100%         0:00:0           17-Aug         39         13         12         46%         0:04:2           18-Aug         5         4         4         75%         0:00:3           19-Aug         4         2         1         50%         0:08:1						
8-Aug     3     3     100%     0:00:0       9-Aug     27     23     20     83%     0:01:1       10-Aug     20     13     13     69%     0:03:0       11-Aug     22     11     10     64%     0:03:2       12-Aug     13     7     7     57%     0:01:3       13-Aug     18     8     8     88%     0:00:2       14-Aug     1     1     1     100%     0:00:0       15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
9-Aug         27         23         20         83%         0:01:1           10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:0           15-Aug         6         3         3         67%         0:00:5           16-Aug         5         5         100%         0:00:0           17-Aug         39         13         12         46%         0:04:2           18-Aug         5         4         4         75%         0:00:3           19-Aug         4         2         1         50%         0:08:1						
10-Aug         20         13         13         69%         0:03:0           11-Aug         22         11         10         64%         0:03:2           12-Aug         13         7         7         57%         0:01:3           13-Aug         18         8         8         88%         0:00:2           14-Aug         1         1         1         100%         0:00:0           15-Aug         6         3         3         67%         0:00:5           16-Aug         5         5         100%         0:00:0           17-Aug         39         13         12         46%         0:04:2           18-Aug         5         4         4         75%         0:00:3           19-Aug         4         2         1         50%         0:08:1						
11-Aug     22     11     10     64%     0:03:2       12-Aug     13     7     7     57%     0:01:3       13-Aug     18     8     8     88%     0:00:2       14-Aug     1     1     1     100%     0:00:0       15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
12-Aug     13     7     7     57%     0:01:3       13-Aug     18     8     8     88%     0:00:2       14-Aug     1     1     1     100%     0:00:0       15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
13-Aug     18     8     8     88%     0:00:2       14-Aug     1     1     1     100%     0:00:0       15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						i
14-Aug     1     1     100%     0:00:0       15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						i
15-Aug     6     3     3     67%     0:00:5       16-Aug     5     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
16-Aug     5     5     100%     0:00:0       17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
17-Aug     39     13     12     46%     0:04:2       18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
18-Aug     5     4     4     75%     0:00:3       19-Aug     4     2     1     50%     0:08:1						
19-Aug 4 2 1 50% 0:08:1						
1 ZUTADRI 31 ZI ZI 30%I UUUTU						

- The total number of PV was 1,617 during the period. 2.3 pages viewing per a session, and the average duration of session was 1min 44 sec.
- The peak was on July 31, when Asakusa tour was held. PV was 534, the average session duration was 6 min 19 sec which shows the deep interest of users to the tour.
- July 20, when Zen tour was held, had 365 PV and the number of views greately increased on the day of the tour. (It was 10 to 15 times more than the average number of views during the period.)
- After the tour, the average number of views was 30 PV per a day. It mentions there is a certain number of users watching archives.

#### **Schedule**

#### Promotion schedule below

Date	Details	URL
2020 Sep Dec.	Interviews	
2021 Jan. – Mar.	Preparing the plan (summery), business proposal, determine supporting company	
Apr. 8	Begin public offering for selling products XApplication form is attached to the reference	https://prtimes.jp/main/html/rd/p/00000012.000073012.html
End of May	Finish the tour scenario and the role organization chart for the tour	
June	Distribute promotino video	https://prtimes.jp/main/html/rd/p/000000028.000073012.html
June 15	Start the selection of products to put on online trip	
June 28	Start inform about the tours to the parties concerned (World JCI, supporting companies)	
June 30	Dead line of public offering. Determine the EC website to use (WorldShoppingzBIZ、ZENPLUS etc.)	
July 6	Rehearsal (2 online tours)0	Rehearsal with the actual online tour scenario, performers, all staffs (including shooting)
July 7	Register to the EC website. Sample goods for shipping decided.	
July 13	Start advertise Zen tour on SNS (1 week before the tour)	
July 17	Start put up Facebook advertisement for Zen tour	
July 20	Zen tour (English)	
July 22	Start advertisement on Facebook for archive of Zen tour	
July 24	Start advertise Asakusa tour on SNS (1 week before the tour)	
July 28	Start put up Facebook advertisement for Asakusa tour	Not approved by FB (reason was unidetified)
July 31	Asakusa tour (Chinese)	
Aug. 1	Start advertisement on Facebook for archive of Asakusa tour	

We prepared the business proposal, scenario, TIG lists and the pictures and articles for advertisement and marketing. To make a scenario, we had primary inspections and timed the approx. duration of the tour with the scenario (draft). 1 primary inspection and 1 rehearsal were held outside of the schedule stated above.

XTIG list (image) is available on the next page

#### Leaflet we made



## **Procedure of Digital Inboud**



#### **⟨Planning of online tour ⟩**

It was the first time to try on online tour with Digital Inbound. Therefore two types of tours with different taste and target were experimentally planned

For this time,

- 1. Aimed English speaking countries and SDGS. The purpose is to introduce Japanese atomosphere.
- 2. Aimed Aisa (Taiwan). The purpose to evoke the purchasing desire.

### (1) Zen trip (60 mins)

Experimental online trip with instruction on Zazen and tea ceremony.

Language: English

Target: Europe and America

America: Among the advanced nation, mindfulness and mediation are popular especially in America. Verify the potential of purchasing.

Europe: In terms of introduction of Japanese culture, Europe was chosen to inspect the reaction since they value culture and English is understood for the most part.



#### Online trip Zen schedule

Date: 2021 July 20, Tue, JST12:00 Place: Chotaiji

PI	ace: Chotaiji							
19-Jul	20-Jul				Time sch	edule for each dep	artments	
TIME NY/SF	TIME (Japan time)	Distributing schedule	Inserting products	Staff	Dream sightseeing	Nikkou travel	Cast & Guide	Sever supervisor
				8:00 arrive	8:00 Arrive			8:00 Arrive
	_ 9:00 _					8:30 Arrive	8:30 Arrive	
						9:00 リハーサル		
	— 10:00 —			10:00 Final	10:00 Final	10:00 Final	10:00 Final	10:00Final
	— 10:30 —			meeting	meeting	meeting	meeting	meeting
	— 11:30 —			Rest	Equipment check	Rest	Rest	Server check
					Rest			Rest
	— 11:00 —							
	— 11:30 —							
NY20:00	— 12:00 —							
SF23:00 NY20:0		12:00 Infront of the temple Story of Yukata	Products: Kimono, Geta (wooden clog) , Hair accessory					
SF23:0		12:06 Ichigaya street						
NY20:1 —	— 12:10 —	12:10 Explanation of	Products:					
NY20:1 —	— 12:15 —	Zazen <live></live>	Zabuton (cushion), Kimono, incense, bell, Goza (mat),					
NY20:2	— 12:20 —		hanging scroll and stone ornaments)					
0 7	- 12.20 -	12:20 Start Zazen	,					
NY20:2	— 12:25 —	<live> 12:27 Finish Zazen</live>						
NY20:3	— 12:30 —	State Impression Move to tea room	=		Performance			
NY20:3	12.25							
5 7	— 12:35 —	12:35 Explanation of tea	Products: Golden folding screen, tea and					
NY20:4 0	— 12:40 —	Practice <live></live>	Monaka (bean - jam - filled wafers)					
NY20:4	— 12:45 —		'					
NY20:5	12.50							
$\vdash \circ \dashv$	— 12:50 —							
NY20:5	— 12:55 —	12.55 0						
5 NY21:0		12:55 Summery <live></live>						
F 0 -1	— 13:00 —	13:00 Distributing end			13:0	00 Distributing fir	nish	
	- <sub>14:00</sub> -		-	Tio	ding up and removir	ng	13:00 Dismiss	Tiding up and removing
				14:0	00 Completely remo	ving		14:00 Completely removing

#### (2) Eating and shopping trip (60 min)

Eating tour while strolling the city of Asakusa

Language : Chinese

Target: Taiwan, Hong Kong

Taiwan is friendly toward Japan and the number of access to Japanese website from Taiwan are increasing greatly.

We set Taiwan as a main target for this trip in view of the desire of people in Taiwan to get Japanese information.



#### Online trip Asakusa eating schedule

Date: 2021 July 31, Sat. 13:00 (Taiwan and Philippines time: July 31, Sat. 12:00) Place: Asakusa, Senso-ji temple and Denbo-in)

TIME Tiwan (CST) Phillipins(PST)	TIME (Japan time)	Distributing schedule	Inserting					
		1	products	Staff	Dream sightseeing	Nikkou travel	Cast & Guide	Sever supervisor
				9:00 Arrive	9:00 Arrive			9:00 Arrive
						0.20 4	0.20 4	
						9:30 Arrive	9:30 Arrive	
ŀ	10:00	-						
						10:00 Rehearsa	ı	
	11:00							
	11:30			11:00 Final meeting	11:00 Equipment	11:00 Final meeting	11:00 Final meeting	11:00 Server chec
					check			
Ī	12:00 —	1		Lunch	Lunch	Lunch	Lunch	Lunch
ľ	12:30	1			Edilcii			
CTS12:00 PST12:00	13:00	13:00 Infront of Kaminari gate	Products: Kimono, Geta (wooden clog) , Hair					
CST12:05 — PST12:05	13:05	Move to Jinrikisya stop	accesory					
CCT12.10		13:05 Sightseeing on Jinrikisya						
CST12:10 PST12:10	13:10	(20 mins)						
CST12:15		(1)Food 1	Products: Japanese					
PST12:15	—— 13:15 ——	(2)Visit shop (3)Food 2	accessories and					
CST12:20	12:20	(-,-	confectionery					
PST12:20	13:20	1						
CST12:25	13:25							
PST12:25	13.23	13:25 Get off of Jinrikisya Move to Kaminari gate	Products: Kimono, Hair accessory					
CST12:30 PST12:30	13:30	13:30	accessory			Performance		
		Kaminari-gate to Hondo						
CST12:35 PST12:35	13:35	nakamise (10mins.) Food3	Products: Leather items					
PS112:35		Food4	Leather items					
CST12:40	13:40	10.40						
PST12:40		13:40 Visit main temple	Products: Kimono, Geta (wooden clog) , Hair					
CST12:25 — PST12:25	13:45		accessory					
		13 : 45 Denbo-in street to Daikokuya	Products: Kimono, Geta					
CST12:30	13:50		(wooden clog) , Hair accessory					
PST12:30		13:50(10分)						
CST12:35	40.55	Arrive at Daikokuya	Products: Sea bonito, Miso					
PST12:35	—— 13:55 ——	Introduce products Summarize trip	soup, Uiro, See					
— CST12:40 —			weed, lacquer ware			0 Finish distrib	uting	
PST12:40	14:00	14:00Finish distributing		Tid	ing up and remo	ving	14:00 Dismiss	Tiding up a removing
_		_		15:00	Completely ren	noving		15:00
l	15:00							Completel removing

#### **Howtofilm online tour**

Zen tour by video camera. Asakusa tour by smartphone.





Zen tour Asakusa tour

To avoid the error such as no signals, the portable video transmission system called TVU was used. (carried on one's back and connected)

Then distribute these videos cooperated with TIG used for live commerce.

#### **(Live commerce procedure)**

This time, to earn the access from the people overseas, TIG live distributing was adopted which needs no registration.

(TIG website: https://www.paronym.jp/)

In addition, there are websites in which all viewers can register (English is not available). Tools need to be selected along with purposes.

In TIG system, the customers read the bar codes shown below then items selected are displayed on live screen after 10 seconds.





Crain and Turtle Co. Nakamura

Tel:070-1475-5341 Mail:s-nakamura@crane-turtle.com

## Cross-border EC procedure



As we planed to start to build the system with cross-border EC, we found it very difficult to make the system uniquely such as shipping and payment. Therefore we ended up using World shopping and Zenplus which provide the services safely and certainly.

- World shopping • For the companies already operating Japanese EC website
- · Zenplus · · · For the companies having no Japanese EC website or wanting to put products on shopping website.

#### **(World shopping)**

They manage every steps such as translation, shipping and payment. Only you have to do is to put one tag on your website. Please visit the website below for the details.

https://www.worldshopping.biz/

### 世界125ヵ国の外国に住むユーザーへ 日本のモノを安心に届ける仕組みです

The system to deliver Japanese products to customers living in 125 overseas countries



海外ユーザーが日本のオンラインショップ\*へアクセス!専用カートで越境ショッピング



Customers from overseas access Japanese online store and enjoy cross borders hopping by using their private shopping cart.

#### 03

提携オンラインショップ\*は、注文商品を WorldShoppingの国内倉庫宛てに発送 WorldShopping国内倉庫から海外ユーザーへ発送 (輸出作業は全部WorldShoppingが代行)



The partner online store sends the product to World Shopping's warehouse in Japan. Then World Shopping exports the product to the customer overseas.

#### 02

WorldShoppingが注文を受け付け、海外ユーザーに代わって提携オンラインショップ\*で購入代行



World Shopping receives the order and purchases the items in place of the customers.

#### 04

EMSやDHLやFedExなど国際配送キャリアで海外ユーザ に届く The product is delivered by international shipping carrier such as EMS,DHL and FedEX.



\*WorldShopping BIZ 導入済みの国内オンラインショップ
\*Online stores with World Shopping BIZ

ZIGZAG CO. Marketing department

Tel:03-6712-7617 Mail: wsbiz@zig-zag.co.jp

#### **⟨Zenplus⟩**

It is easy to resister with a few entry steps. They サイトへの登録項目が少なく、簡単に登録ができる。 They manage every steps such as translation, shipping and payment. Please visit the website below for the details.

https://zenplus.jp/

#### ZENPLUSの強み

Strong point of ZENPLUS



#### 多言語対応

Multilingual support

外国語ができるスタッフがいなくても安心。 お客様サポート、問い合わせ対応、商品説明の自動翻訳システムなど は弊社で提供させていただきます。

No need to employ multilingual staff. We provide auto translation system for customer support, inquiry responding, and product information.



#### 難しい海外発送はおまか

Leave the  $\ddot$  management of international shipping

面倒な通関手続き、国際発送に適した梱包、 国際発送中に荷物が破損した時の対応などは

弊社にお任せくださ

410

Leave the troublesome operation such as customs clearance, proper packing for international shipping, and recovery of goods when damaged during shipping.



#### すぐに出店・販売可能

Open store and start selling in a minute 出店手続きは5分のみ。 出店料のお支払いや審査等がないため、商品を登録後、即販売を開始していただけます。

It only takes 5 mins to open a store. You can start selling products immediately without paying fee nor judgement.



#### 決済も安心 Safe payment

お客様からの代金の受け取り(クレジットカード決済)は弊社が行いますので、出品者様は詐欺やチャージバックの心配は一切ございません。

There is no worries about fraud or charge-back since we are responsible to manage the payment. (Credit card payment)

#### 国内販売すら凌ぐコストの安さ

Lower cost than even domestic sale

A社 Company A	R社 Company R	Y社 Company Y	当社 Us
無料 Free	60,000円 ¥60,000	無料 Free	無料 Free
4,900円 ¥4,900	19,500円~100,000円 ¥19,500-¥100,000	無料 Free	無料 Free
8~15%	3.5-7%	無料 Free	10%
無料 Free	2.5%~3.5%	3.24%~4.48%	無料 Free
	1.1%~	2.5%~16.5%	無料 Free
△.	×	×	
	Company A 無料 Free 4,900円 ¥4,900 8~15% 無料 Free 80~600円	Company A Company R 無料 60,000円 Free ¥60,000 4,900円 19,500円~100,000円 ¥4,900 ¥19,500 −¥100,000 8~15% 3.5~7% 無料 2.5%~3.5% Free 80~600円 1.1%~ ※特定商品のみ	Company A         Company R         Company Y           無料         60,000円         無料           Free         ¥60,000         Free           4,900円         19,500円~100,000円         無料           ¥4,900         ¥19,500 – ¥100,000         Free           8~15%         3.5~7%         無料           Free         無料         Free           無料         Free         2.5%~3.5%           3.24%~4.48%         Free           80~600円         1.1%~         2.5%~16.5%           **特定商品のみ         **特定商品のみ

Zen Market Co. ZenPlus business division Kitagawa

Tel: 06-4560-4082 Mail: kitagawa@zenplus.jp

## Procedure of SNS advertisement



Mainly put advertisement on Facebook

According to the advice from Tokyo Travel Partners, which providing online travel, the applications tend to concentrate from a week before. Therefore we started with advertisements on JC Facebook page and shared by some members from a week before the tours.

For Zen tour, we started from 3 days before, mainly on Facebook advertisement.

Considering the time differences, we prepared the image of time setting for each countries and set the advertisement along to each time.







For Zen tour, we made advertisement linked to the reservation website on 3 days before, a day before and the day of the tour. 337 users including World JCI members participated and there were 18,322 views (as of on Aug. 16) on archive.

It was a surprise that there were many users from Indonesia and they increased the number of views on archive. (The data is as of on August 4)

The target countries of the advertisement were Hong Kong, Mongolia, Malaysia, Philippines, Manila, and Singapore. We set the aimed age at 25 and the attribute for representative director.

The interests were set on small and medium-sized companies, digital marketing, marketing, online shopping, shopping mall, sightseeing, retailing and social media.

X There are many instructions about Facebook advertisement Here are the websites we found helpful. Please feel free to check for reference.

https://growthseed.jp/experts/sns/facebookad-manual/

https://dejimachain.jp/facebook-ad-howto/







For Asakusa tour, we put the advertisement only on a day before and put more cost on archive advertisement because of the result that the archive distributing was more effective.

The target countries of the advertisement were Taiwan and Hong Kong. We set the aimed age at 25 and the attribute for representative director.

The interests were set on small and medium-sized companies, digital marketing, marketing, online shopping, shopping mall, sightseeing, retailing and social media.

## Cost of Digital Inbound

This shows the cost for each. No cost for shooting if not outside order. Advertisement fee is for reference and please feel free to determine how much to spend.

Content	Company name	Cost	Note
LIVE commerce distributing fee	Crane and Turtle Co.	200,000 yen	Asakusa tour version is 400,000 yen (Smartphone horizontal shooting)
Shootingfee	Dream sightseeing Co.	210,000 yen	
TVU broadcasting fee	Dream sightseeing Co.	50,000 yen	
SNS advertisement fee	Facebook	125,000 yen	
Total		585,000 yen	