

April 15th 2013

## Introduction of content marketing with a focus on “flash mob” video Airing of a surprise dance performance video of “TRF EZ DO DANCERCIZE” on YouTube

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: three shopping brands “Shop Japan”, “Hill’s Collection”, and “exabody”) will start a test content marketing promotion by means of “flash mob\*” video based on choreographies in “TRF EZ DO DANCERCIZE”, an exercise DVD product jointly made with Avex Marketing Inc.

In order to verify the effectiveness of the new marketing method style of “flash mob”, a video has been uploaded on “YouTube” on April 12th 2013.

\* Flash mob: A performance in which many people suddenly start dancing in the street.

### **Background:**

It is said that the increase of communication tools due to the spread of smartphone and tablet terminal as well as traditional medium such as TV, magazine, and newspaper has been causing consumer fragmentation with media lately. In addition to the traditional marketing method that is mainly mass communication advertising, new marketing method that corresponds with recent trends are needed.

Under such circumstances, OLM took particular notice of content marketing and has decided to introduce it as a new marketing method that traditional marketing, mainly in the form of presenting product information one-sidedly, could not have done successfully.

Content marketing means the whole marketing method to create or share contents with existing and potential customers in order to keep contact with them. It is expected that highly entertaining contents will evoke customer interest, encourage them to take an action that leads to profit for the company, and improves brand royalty as a result.

### **Operation Overview:**

The “flash mob” video that is to be used for this content marketing was created exclusively for this operation, with the total number of 230 professional dancers/performers and ordinary citizens performing the dancercise program, “DISC1 Intense program for upper body” from “TRF EZ DO DANCERCIZE” in the Shin Nakamachi shopping street in Asakusa.

In conjunction with this “flash mob” video distribution on YouTube, OLM is planning to conduct PR measures by utilizing web. Through this operation, it is hoped that information will spread over social networking services, which will be a good topic gimmick, and that it will indirectly increase acknowledgment of OLM product and maximize the product appeal.

Also, by utilizing many years of production know-how of video contents since the foundation of OLM and combining it with web marketing method, OLM will aim to increase touch points with customers and strengthen its core business basis, “to provide services to meet every customer’ s need through various media forms”

**Future development:**

Based on the data and tasks obtained from this test operation, OLM will verify the customer needs and effectiveness and utilize the result for the future marketing.

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Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to enrich customer’s lifestyle bringing them exciting products from around the world.

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