

The Creative BUSHIDO

The way of the samurai for creative warriors.

[digest version]

The following is a special digest version of "The Creative BUSHIDO". This has been provided as a temporary reference until the work on the complete and final English version, which is currently in progress, is completed. We thank you for your understanding and look forward to presenting the final English version soon.



1) Opening Scene Title : The Creative BUSHIDO

[Narration]

It is a time of poor harvests and forecasts of difficult times yet ahead, and each of the advertising clans of the Japan fights for survival. Day by day, the situation grows more desperate. It is as if we have returned to the Sengoku period – a time of ceaseless warring among states from the mid 15th to the early 17th century. With the aim of winning the favor of the patron clients, we hone our own special skills and strategies, aiming to secure nothing less than victory in battle. This is the Creative BUSHIDO – the way of the samurai for creative warriors.



2) YOMIKO Castle

A horse races to the castle. It carries an Account Warrior bearing the orientation scroll from the client. He hurries to bring the valuable information to the Shogun, also known as the Creative Director.



3) 4) BATTLE 1 "Prelude to the Battle of Sakuragahara"

[Orientation Scroll Contents]

The Client : KAGOYA Motors one of Japan's leading companies
 The Product : The "kago" (a palanquin) is the main mode of transportation of the times. Industry development has been focused on creating an environmentally friendly compact "kago", and KAGOYA is the first to bring a commercial product to the market.

Background : For seasons upon seasons, the DAI-NIPPON KOKOKU, the largest advertising clan in Japan, has been entrusted with the KAGOYA account. However, for this new product, KAGOYA is looking for a fresh perspective and has invited 4 clans to do battle.

Conditions for Victory : Nothing less than the annihilation of the competing clans!



5) Battle Planning Meeting in YOMIKO Castle

[Reviewing the Orientation Scroll]

"The first model in this new eco-friendly compact kago series is called 'SAKURA' and was developed by a female engineering artisan of KAGOYA."

"Hmm, interesting concept. Positioned as a second kago for a typical samurai estate, it is perfect for the wife's trips to the market and around the village."

"Comes in 10 lacquer finishes and boasts a simple-to-operate design. Compact so it's easy to park. It's a marvel!"

"In the coming battle of 4 clans, the challenge will be finding how we can overcome the larger armies of our enemies, especially DAI-NIPPON KOKOKU."

"The key points of the 'SAKURA' are 'compact', 'friendly' and 'adventure'!"

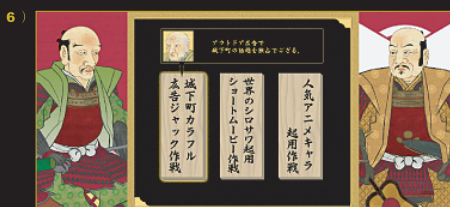
"Perhaps a high-impact guerrilla-style campaign aimed at the wives is the way!?"



6) Strategy Conference 1

[You can select a strategy.]

- A. "Castle Town Hijack"
 - dominate the town with a colorful outdoor ads
- B. "Shirosawa Short Movie"
 - can't miss with a movie produced by the world-famous master
- C. "Use Popular Animation Character"
 - sure way to accelerate the spreading of the message

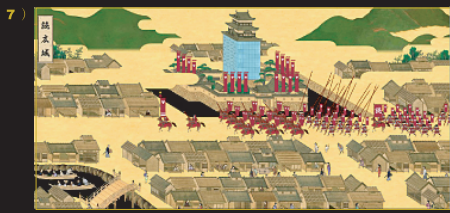


* In the case of selection of "A" ...

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7) Marching into Battle

Arrayed in their armor and helmets, each of the clans heads to the battlefield.



8) At the YOMIKO Camp

[The generals study the deployment of the enemy clans and consider plans of attack]

"They may be our enemy, but their endless columns of warriors are awe-inspiring. Is there a crack anywhere in their forces?"

"It seems that they are choosing the easy and well-trodden path of marketing to the affluent merchant class!"



9) Battlefield Map

"I can't believe it. They are coming at us with a male-oriented campaign."

"They're totally ignoring the needs of the wives! We have a chance at victory!"



10) The Battle 1

[Battle scene is simulated using an algorithm.]

"Vanguard, charge!"

"Now send in the cavalry!"



11) Battlefield Map 2

[You can select a strategy.]

A. "Attack with Cutting-edge New Media"

– steamroll the foe with innovative media

B. "Media-Creative Fusion"

– drive to victory on a balanced two-wheel attack

C. "Creative Initiative"

– let ideas lead the way

* In the case of selection of "A"



12) Battle 2

"We outflanked him and can attack his rear!"

"Now is our chance! Follow me!"

"Victory is ours!"



13) YOMIKO Castle

[Victory is reported.]

"Lord, congratulations. Despite facing overwhelming forces, we are victorious thanks to an innovative media strategy that took the enemy by surprise!"



14) Post-Victory Scene of Advertising Placement

[Having won the competition, the YOMIKO clan can see their advertising proposal realized.]

"The colorful 'ad hijacking' of the entire castle town was great success and enjoyed an excellent reputation among the samurai wives."