

## “Enjoy Premium Friday to Enrich Your Personal Experiences for Happiness and Fun.”

**Client:** Japan Advertising Association\*

(\*It's an organizer of YLW Japan, and acts as the client virtually for this brief only)

### **Background:**

As a public-private collaborative effort, the Ministry of Economy, Trade and Industry (METI) has been promoting the Premium Friday initiative. The initiative aims to encourage the public to leave the workplace a little earlier than usual on the last Friday of each month in order to enrich their personal experiences.

<https://premium-friday.com/>

[http://www.meti.go.jp/english/press/2016/1212\\_004.html](http://www.meti.go.jp/english/press/2016/1212_004.html)

The Council for Promoting the Premium Friday Campaign has been involving a variety of administrative districts and enterprises, and releasing information and events and efforts consistently including the Premium Friday Summit held in February 2018 under the initiative. According to the one year report of the council, the campaign is only yet to come while exhibiting a certain outcome.

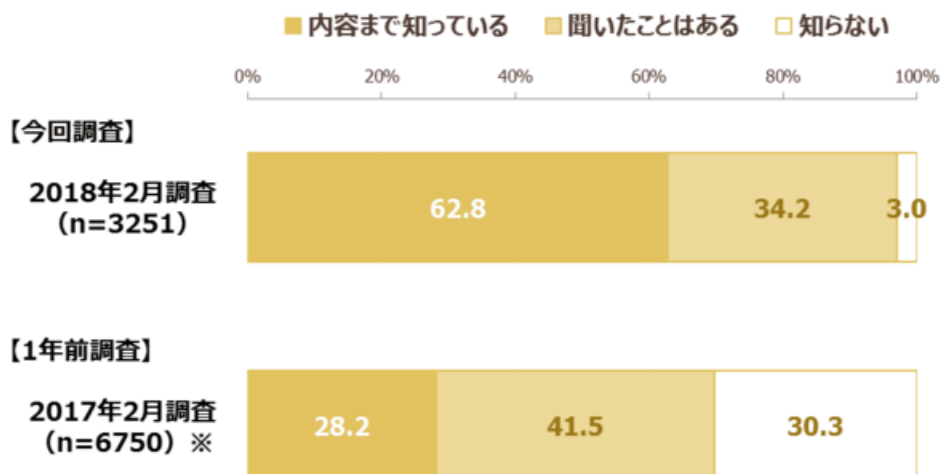
[https://premium-friday.com/news/pfreport\\_20180328/](https://premium-friday.com/news/pfreport_20180328/)

<https://premium-friday.com/wp-content/uploads/2018/02/release20180223.pdf>



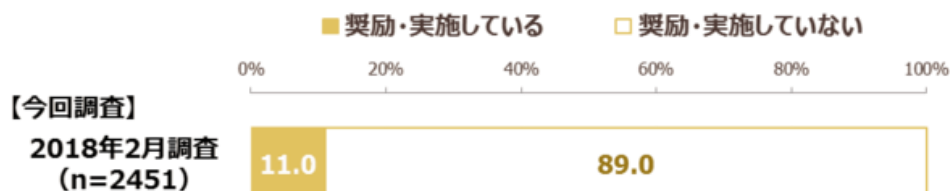
According to the survey of a marketing research company, INTAGE Group, the campaign acquired the public awareness nearly 100%, however, the implementation by the place of employments remains still low percentage of 11% after one-year campaign.

## ■プレミアムフライデー 認知率



ベース：全体（有職者） 標本サイズは括弧内に記載  
※1年前調査はスクリーニング調査の結果を集計

## ■プレミアムフライデー 勤務先の奨励・実施状況



ベース：金曜日出勤かつ1日7時間以上勤務者 標本サイズは括弧内に記載  
※「わからない」と回答した人は集計対象から除く

### 【参考】プレミアムフライデー初回の奨励・実施状況



ベース：金曜日出勤かつ1日7時間以上勤務者 標本サイズは括弧内に記載  
※スクリーニング調査の結果を集計

**Challenge:**

To create another campaign challenging to shift the way of thinking & behaviors in order to enrich our personal experience for happiness and fun.

- Communications that seek to create trigger consideration.
- Communications that motivate the target audience to explore the opportunity of working smarter instead of working harder..

**Target Audience**

Primary:

All the individual workers

- Advertising Industry
- Related Industry/ Client side, Media Industry, Agency side, Production side, etc.

Secondary/ Primary:

Appropriate level of management and managers.

**Key Markets:**

Japan.

**Budget:**

5MJPY\* (\*It's a rough indication)

**Timeline:**

Campaign to launch from April 2019 and is to be sustained over a period of at least six months.

**References:**

- [http://www.meti.go.jp/english/press/2018/0329\\_001.html](http://www.meti.go.jp/english/press/2018/0329_001.html)
- <https://premium-friday.com/wp-content/uploads/2018/03/pfreport20180328.pdf>
- [http://www.meti.go.jp/english/press/2018/1116\\_001.html](http://www.meti.go.jp/english/press/2018/1116_001.html)

**Logo mark data & Manual:**

[https://premium-friday.com/download/PF\\_logo.zip](https://premium-friday.com/download/PF_logo.zip)

[https://premium-friday.com/download/PF\\_logo\\_manual.zip](https://premium-friday.com/download/PF_logo_manual.zip)

**Password** ⇒ J64AvxS1zd

**Deliverables:**

-One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.

-File must be in JPG format, 300dpi, less than 3MB, and viewable on Windows PC.

- Entrants can enter only once, with one idea.

- Entrants must not use copyrighted material, such as music, or celebrities as part of their idea.

- Sponsorship by Getty Images Japan

All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see attached document in Japanese for instructions.

- All work must be submitted by email to: [younglotus@ad-zenkoren.org](mailto:younglotus@ad-zenkoren.org)

- Entries will not be returned. All rights reserved by Japan Advertising Federation.

**Deadline:** Friday 5 p.m., January 18<sup>th</sup>, 2019

**Announcement of results** : The finalists teams will be announced at the Pre-Adfest event. All entries will be displayed at the venue.

‘Pre-Adfest’

Date Thursday, January 31<sup>st</sup>, 2019

Time 18:30-20:30

Place 3<sup>rd</sup> Floor, The Industry Club of Japan (1-4-6 Marunouchi, Chiyoda-ku)

Admission Free