



Kanahei's Small animals
May 2018

Kanahei's Small animals
connects its global fans
through social networks,
spreading its cuteness with
amazing speed!

CONTENTS

★ Topics

1. About *Kanahei*
2. Track Record
3. *Kanahei's* Works
4. Marketing
5. Overseas Activities

● TOPICS

Yomiuri Giants Baseball Team

On 27 September 2017 a major baseball match was held between two leading Japanese teams, the Yomiuri Giants and the Chunichi Dragons.

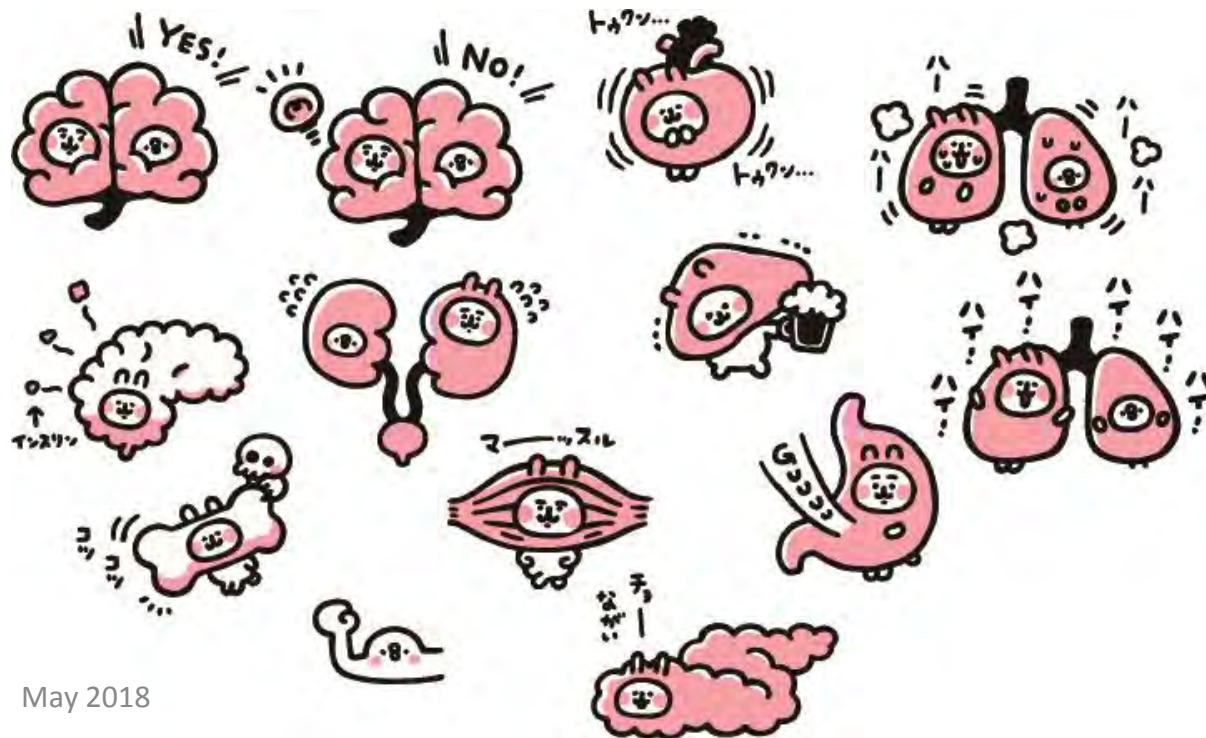
Piske & Usagi special sheets were set up. Also, baseball fans who bought tickets with the original mascot, could participate in events, such as the Grand Event after the game, the costume-greeting-event, and a hide-and-seek with *Piske & Usagi* in Tokyo Dome! On game day, original collaboration goods were available to buy at the baseball ground only.

© kanahei / TXCOM

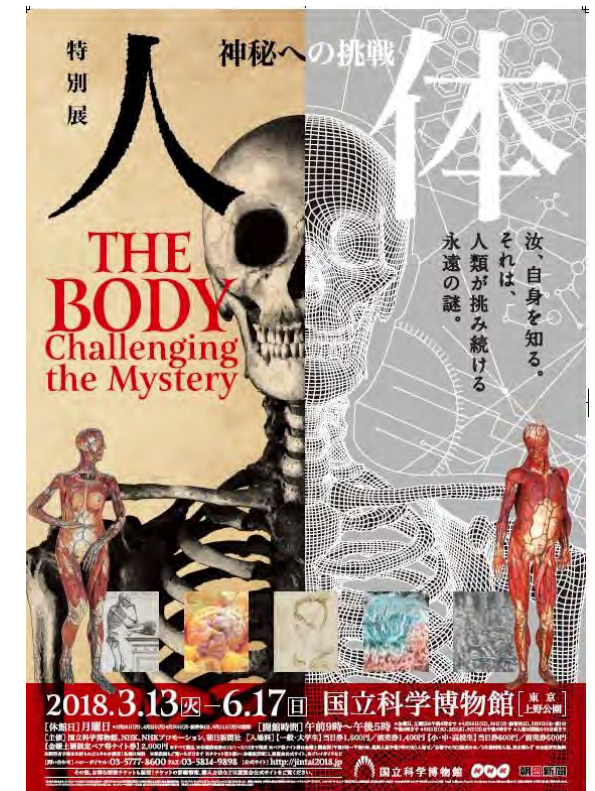


at the National Museum of Nature and Science, Tokyo

- Exhibition from 13 March to 17 June 2018
- Organizing partners are the National Museum of Nature and Science, Tokyo, public broadcaster NHK, NHK Promotion, and national daily newspaper, Asahi Shimbun
- Attendance has topped 100,000 people in just the first three weeks!
- Exhibition souvenir products designed by Kanahei have proved so popular that news of the items have quickly spread across Twitter and Instagram.



May 2018



【plush doll】



May 2018

■ • *Relaxing “Kanahei-style” in aquariums*

Kanahei will launch a product and food menu collaboration with 40 aquariums in Japan for Summer 2018.

The initiative will target Kanahei fans aged 16 to 34, families and their children.

Kanahei's popular illustration style will help drive more traffic to aquariums and increase visitor satisfaction as they better enjoy their time spent at the facilities.

Aquarium goods and food and drink menu items designed by Kanahei will help increase sales.

Awareness will spread via Twitter and Instagram.

【Mascot with ball and chain】



May 2018



【Cushion style plush】



Experiential initiatives at aquariums

- Souvenir photo corner
- Stamp rally: physical and digital versions
- Relaxing “Kanahei Style” Cafe
- Family-orientated workshops: marine life handicrafts and picture-coloring.



● TOPICS Collaboration : Kanahei's Small animals in Aquariums across Japan

【Wall magnet】



【Eco-friendly bag】



●大人サイズ



【Teeshirt】

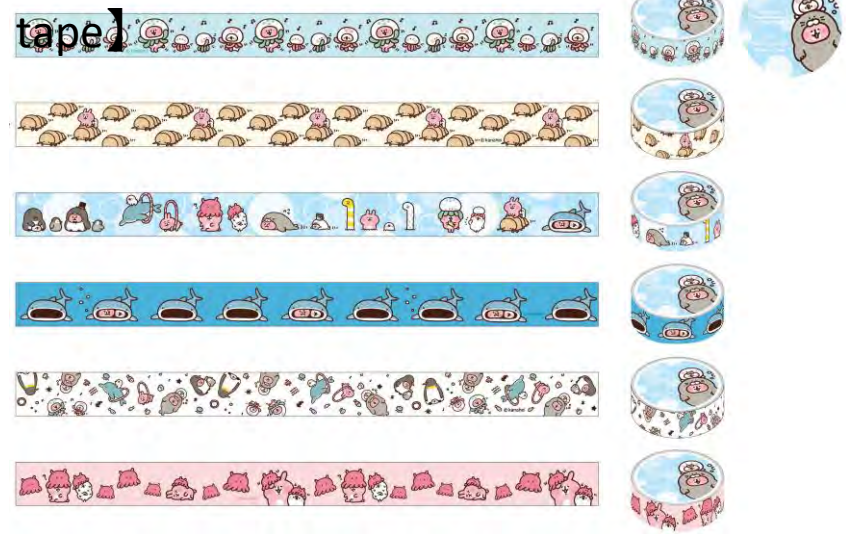
●キッズサイズ



【Marshmallow set up image】



【Hobby use masking tape】



【Tinned candy】



1 About Kanahei



© kanahei / TXCOM

Kanahei is a Japanese illustrator and manga artist whose unique artwork, manga and anime creations have become highly popular around the world.

In 2003, while still a high school student, Kanahei made her professional drawing debut in the famous Japanese teens magazine, *SEVENTEEN*, published by Shueisha. Her work expanded to include illustrating a manga series for *Ribon*, a *shojo* manga magazine, also published by Shueisha, targeting girls 8–14 years old. Further commissions have included digital contents for mobile phones, character design, corporate advertising, products, an exhibition and a café collaboration.

Kanahei has won awards in the LINE Creators' Stickers Awards, from the internationally popular instant communications app, LINE. After coming in second place in 2014 and 2015, *Kanahei's Small animals* series won the Grand Prize in 2016.

LINE Creators' Stickers Awards

Kanahei's Small animals series won

2016 Grand Prize

and was the runner up in **2014 and 2015**

- ★ Kanahei outranked 652,000 other varieties of LINE Creators' Stickers

■ Number 1 Ranked Sticker Series!

- ①-⑤ *Piske & Usagi* 1,2,3,4, Kansai-dialect
- ⑥ Small Animals & a Girl (ranked second)
- ⑦-⑨ Relaxed Honorifics 1,2,3
- ⑩ Nêneneko
- ⑪ *Piske & Usagi* animated stickers
- ⑫ Usagi by Kanahei
- ⑬ Piske by Kanahei



Number of paid downloads was more than **6,100,000!**

※not open to the public



376,297 followers



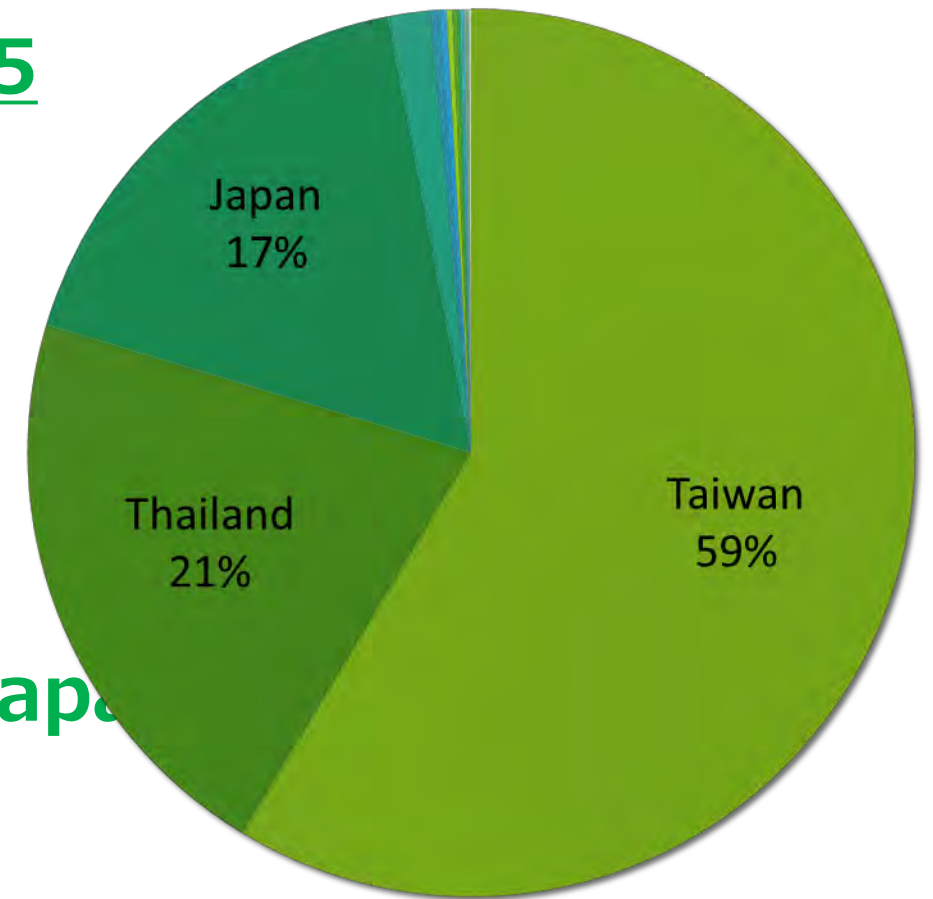
118,000 followers

(as at 16 April 2018)

LINE Stickers' World Campaign 2015

Kanahei's Small animals came out top with more than 10,000,000 downloads!

The stickers are highly popular especially in Taiwan, Thailand and Japan



★Facebook Stickers Worldwide Popularity

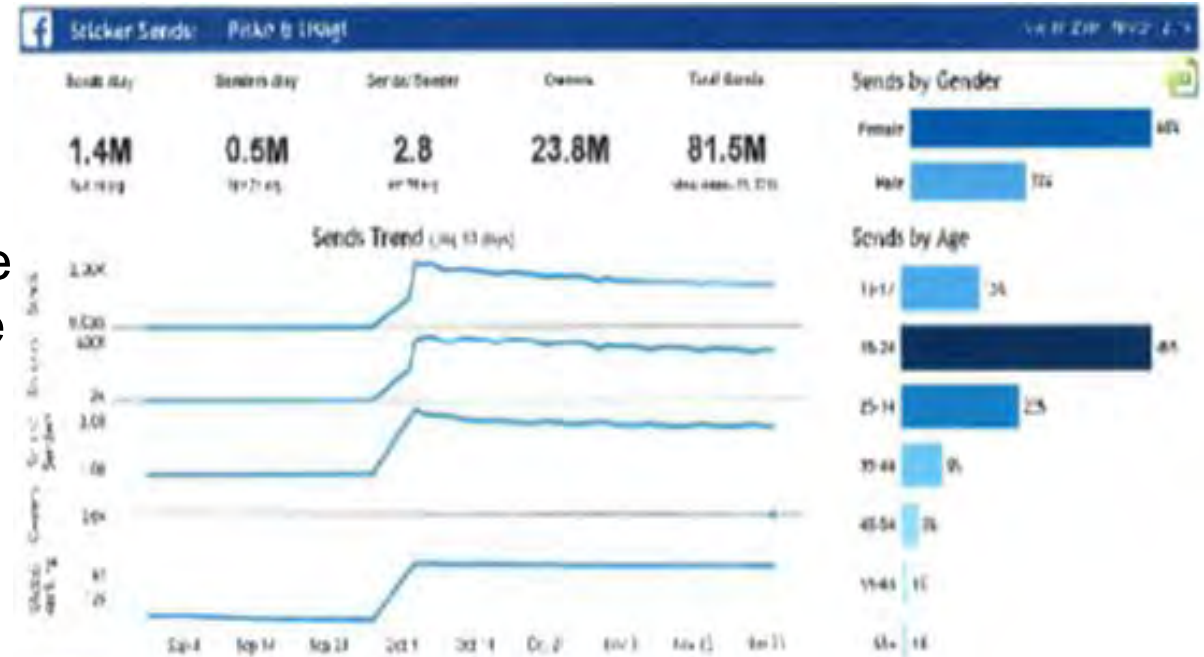
Kanahei's Small animals stickers have been a huge hit with Facebook Messenger users worldwide. The first series of stickers were launched in October 2015, and the second series in September 2016.

Sticker Downloads (by country):

- ① Thailand ② USA ③ Taiwan
- ④ Brazil ⑤ Mexico ⑥ Philippines
- ⑦ Vietnam ⑧ India ⑨ Indonesia
- ⑩ Japan ⑪ Peru ⑫ Argentina
- ⑬ Turkey ⑭ France ⑮ Italy
- ⑯ Columbia ⑰ UK ⑱ Poland
- ⑲ Korea ⑳ Egypt

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★ Kanahei has been blogging and using SNS since 2003.

Kanahei debuted in 2003

and has been a professional illustrator & manga artist for 14 years.

◆ Fan base - 1

★ *Free distribution* of Wall-paper, Deco.
from Kanahei's blog
for Cell-phone and PC users.

★ Male 40% : Female 60%

● Kanahei's 1st wave of popularity in 2003.

(junior and senior high school student fan base)

Current fan base is 26 to 32 years old.



かまってちょ！
Pay attention to me!

◆ Fan base – 2

かまってちょ！
Pay attention to me!

● New fans generated from LINE Stickers 2014

From 16 to 25 years old.

⇒ Branding strategy



Characters

Piske & Usagi ⇒ masterpiece



“Small Animals and a Girl”



©kanahei / TXCOM

“Polite Rabbit”



“Nênêneko”



(2) Diversified media era

Many forms of media compete for users attention as audiences shift from traditional media such as TV to newer digital forms such as smartphones and social media.

① SNS, Communication tools

Kanahei's SNS followers

(as of 16 April 2018)

- LINE @ 6,136,084
- Twitter 376,297
- Instagram 118,000
- Facebook 116,979



- @Tokyo Ikebukuro Sunshine City: 22 December 2016 – 9 January 2017
- @Taiwan Taipei Huashan 1914 Creative Park: 30 December 2017 – 25 March 2018



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Cutting-edge technology was used in "Kanahei's Yurutto Town."

★ Collaboration with Youichi Ochiai, a media artist.





● POP-UP Cafe Kanahei's Yurutto Town (Kanahei's Relaxing Town)

Collaboration with PARCO's *THE GUEST Cafe & Diner*

THE GUEST Cafe & Diner (PARCO Shibuya)

KANAHEI'S YURUTTO CAFE (28 January – 14 March 2016)

★Exhibitions were held throughout Japan.

Nagoya (12 May – 11 July), Fukuoka (3 September – 28 October) and
Osaka (15 October – 28 November) ★In 2017, this exhibition travelled overseas.



- Various collaboration cafe menus







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4 Marketing : Merchandising Fashion / Plush dolls / Miscellaneous goods



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- Kanahei's character book

There are Way More Small Animals

Everyone will love this cute book showing the essence of *Kanahei's Small animals*

Parco Publishing; First published 10 November 2015. Retail Price JPY1,000

- *Kanahei's Easy-to-Understand English Books*

English grammar and vocabulary books produced in collaboration with Lisa Vogt and *Kanahei's Small animals*. Learn English in a fun way while playing with *Kanahei's Small animals*

DHC Corporation; First published 2017

Other Kanahei-related publications have enjoyed healthy sales. These include more English-study titles, and even a Microsoft Excel learning



- Official Shop *Kanahei no Omise* (Kanahei's Shop) @KIDDYLAND Osaka Umeda
Shop period: 19 September to 14 November 2015



We developed a nationwide retail collaboration with KIDDYLAND.

Loft POPBOX, Kanahei POP UP STORE



Kanahei has enjoyed a retail presence at Loft, a famous Japanese specialty chain store selling everyday commodities that are cutting-edge, trendy and have a strong sense of design....just like *Kanahei's Small animals*!

Kanahei's Box is a merchandise corner at 96 Loft stores across Japan that stocks many exclusive and limited quantity products.

POPBOX is a regularly-held artists bazaar event that has been put on at Loft stores all across Japan* since February 2015. Kanahei has been one of major featured artists.

*POPBOX Tenjin, Yurakucho, Umeda, Kagoshima, Shibuya, Yokohama, Kyoto, Kobe & Nagoya. More to come!

Limited products



● Kinokuniya Big Book Store
Piske & Usagi's Yurutto Bookstore



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Tokyo / Japan

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Bangkok / Thailand

31

- Advertising / Promotion

A-1 Beauty Cosmetics



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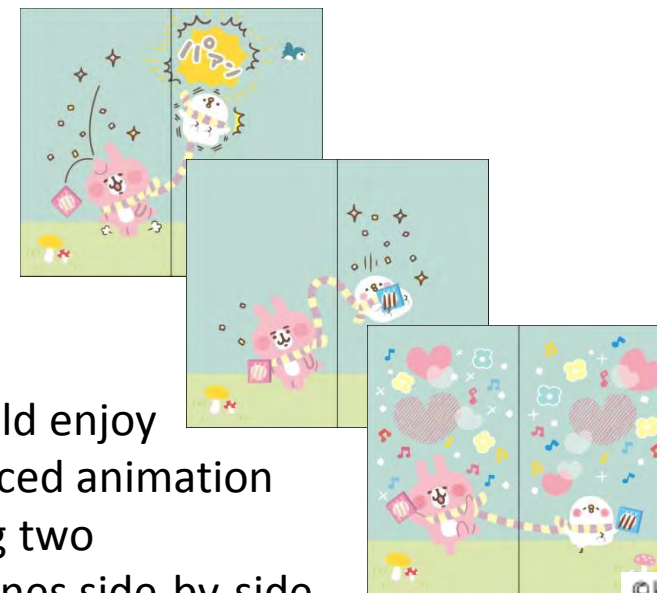
Taipei Mister Donut

14 February to 8 May 2017



- Glico Pocky-midi Confectionery

For a promotion entitled “The Relaxed Happy Campaign, Kanahei created two package designs for Glico’s *Pocky-midi*, a popular chocolate stick confectionery. The packages were released in December 2016. Purchasers used a serial code on the back of each package to watch an original movie on their smartphones, and to obtain an download an smartphone screen wallpaper illustrated by Kanahei.



Users could enjoy video synced animation by placing two smartphones side-by-side.

© kanahei / TXCOM

- "i plus" by Pentel
Co-branded items on sale

2nd sales period: from
12 October 2016 for
one year.



© kanahei / TXCOM



1st sales period:
1-31 August 2016



3rd sales period;
12 October to 30
November 2016



● LINE Sticker Collaboration with HONDA

Kanahei created special illustrations for a collaboration with HONDA's character *Hondi* and *Piske & Usagi*. The stickers were launched in April 2017.



© Kanahei / TXCOM



4 Marketing: Advertising

- LINE Sticker collaboration with KIRIN

Kanahei's *Piske* & *Usagi* were used in May 2017 for a LINE sticker collaboration with Kirin, the beverage maker



© 2017 Kirin Company, Limited. © Kanahei / TXCOM

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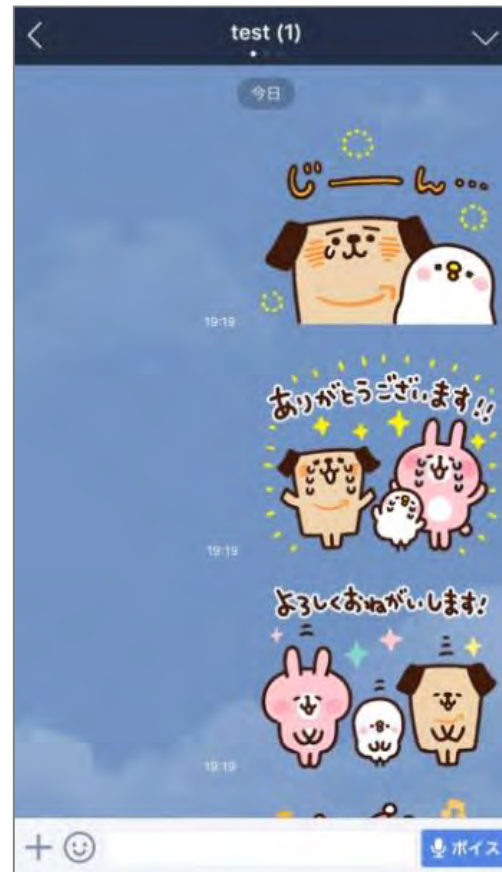


● LINE Sticker collaboration with Amazon

Kanahei Amazon's character "Pochi"
Kanahei's *Piske* & *Usagi* featured
alongside *Pochi*, a character drawn
by Kanahei for Amazon. Three sets o
the stickers were released in July
2015, December 2015 and December
2016.



May 2018



4 Marketing: Advertising

- LINE Animated Sticker collaboration with Unilever Thailand

Kanahei's *Piske* & *Usagi* featured in an LINE animated sticker promotion for Unilever Thailand in May 2017



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- Mr. Donut Christmas campaign – 8 November to 2 December



© kanahei / TXCOM



© kanahei / TXCOM



© kanahei / TXCOM

● FamilyMart Japan Campaign

Kanahei was used for a redemption promotion with FamilyMart, a major Japanese convenience store chain. An original Kanahei notebook was redeemable again purchases of two specific items. The campaign was enhanced with a campaign that let purchasers of the items worth over JPY500 enter a lottery to win original Kanahei goods.

The promotion was conducted in May 2016 and repeated in April 20



May., 2016

May 2018



Apr., 2017



5 Overseas Activities

- 7-11 Convenience Stores in Taiwan, Hong Kong and Shanghai

Kanahei杯盘组一折页 165X90mm









- Shopping Mall Promotions

The One Hong Kong

7 January to 19 February 2017



May 2018

Taipei 101

13 April to 13 May 2017



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42

- *Kanahei's Small animals* official shop in *Reel* Shanghai.



● Taiwan

☆ Advertising / Promotion

- ① Family Mart / 7-ELEVEN Convenience Store TV commercials (2 types) from Autumn 2015 to Spring 2018
- ② DARLIE (toothpaste)
- ③ Taishin Bank
- ④ Samsung (Galaxy)
- ⑤ Dream Mall (Shopping Mall)
- ⑥ Cathay Century Insurance (国泰產險) (Life Insurance)



台新銀行
2016/7/18 ▶ 2016/9/18
刷昇恆昌聯名卡 免稅再9折起
還享最高6%刷卡金(需登錄)

滿額禮 刷台新卡滿額送「卡娜赫拉的小動物旅行組」
▶ 刷昇恆昌聯名卡，當日單卡累積滿NT\$8,000
▶ 刷其他台新卡，當日單卡累積滿NT\$9,000

加碼回饋 刷昇恆昌聯名卡，單筆滿NT\$15,000再享5%刷卡金
※註1：現金消費免手續卡國內消費1%現金回饋，外幣0.5%
※註2：現金消費免手續卡國外消費0.5%現金回饋，外幣0.5%
※註3：每卡限回饋乙次，額外回饋上限NT\$750，需登錄，正，對卡分期計算。

滿額禮 刷台新卡滿額送「卡娜赫拉的小動物旅行組」
▶ 刷昇恆昌聯名卡，當日單卡累積滿NT\$8,000
▶ 刷其他台新卡，當日單卡累積滿NT\$9,000

加碼回饋 刷昇恆昌聯名卡，單筆滿NT\$15,000再享5%刷卡金
※註1：現金消費免手續卡國內消費1%現金回饋，外幣0.5%
※註2：現金消費免手續卡國外消費0.5%現金回饋，外幣0.5%
※註3：每卡限回饋乙次，額外回饋上限NT\$750，需登錄，正，對卡分期計算。

Kanahei's Small Animals

可愛萬物論 365天~到全家 可愛過日子
單筆滿69元送1點 可愛集了沒? (活動日期: 106/7/2-4/2 活動時間: 106/4/1起)
Dear, 3/2全家可愛萬物論第二波啟動囉! 快拿出本週圖一下怎麼跟卡娜赫拉一起可愛過一天!

3 Mar 2016	Mon	Tue	Wed
可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款
可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款
可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款
可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款	可愛雙夾組 集滿4點+59元 40點免費換1款

Yes! 週末計畫
集滿4點+299元
加購換1款

Kanahei's Small Animals



© kanahei / TXCOM

- Taiwan

- ☆ Game Collaborations

“LINE GET A RICH”

”Bubble 2”

”LINE PLAY”



© kanahei / TXCOM

★ Marketing Age Group: late teens to young adults

Merchandising, digital content, advertising, experiential events and collaboration cafés are just some examples of using *Kanahei's Small animals* for marketing to the late teens to young adult demographic group.

Kanahei's Small animals connects its global fans through social networks, spreading its cuteness with amazing speed!

1. Key Activations

- Excellent quality products and services
- Exhibitions, merchandising events, and the development of official stores to enhance the brand image
- Lots of collaborations with fashion brands, beverages, and confectionery products
- Plenty of exposure in advertising, sponsored by leading companies (excluding alcohol, tobacco, drugs, beauty treatment salons, gambling, amusement games, pornography)
- A lot of media exposure: LINE stickers, Facebook stickers, digital content, games, the internet, TV, movies, publishing, etc.

2. Prohibited Activities

We do not want licensed products that we think parents would not think appropriate for their children.





Kanahei's Small animals

LINE クリエーターズ・スタンプで14年、15年と準グランプリを受賞した実力そのままに、しっかりとした世界観を伝える商品が良質で素晴らしい。またショップやカフェ展開など、大型イベントも成功を取っており、改めて SNS のパワーを感じさせた。

© kanahei / TXCOM



TXCOM President & CEO
Mr. Saito.



TV TOKYO Communications won the Licensing Agency Prize in the Japanese Character and Brand of the Year 2016 awards.

Character of the Year 2016!!

~The best performance~

ライセンスビジネス産業の価値を広く社会に発信するとともに、業界の健全な発展に寄与するためのアワードとして、09年から毎年開催されている「キャラクター&ブランド・オブ・ザ・イヤー」(旧名: Licensing of the Year in JAPAN)。今回は、2015年度に活躍したプロパティとしてノミネートされた全86プロパティのなかから、一般投票、さらには選定委員の選考を経て、グランプリおよび各部門の受賞プロパティが決定。同アワードの授賞式が6月29日、東京ビッグサイトで行われた。

【各賞について】

- 日本キャラクター大賞
 - ・グランプリ
 - ・ニューフェイス賞
- 日本ブランド・ライセンス大賞
 - ・グランプリ
 - ・ニューフェイス賞
- プロダクト・ライセンサー賞
- ライセンシング・エージェンシー賞
- プロモーション・ライセンサー賞
- リテイル賞
- 選定委員特別賞

※この賞の対象期間は、いずれも15年4月1日～16年3月31日まで。

【キャラクター&ブランド・オブ・ザ・イヤー2016 概要】
主 催：一般社団法人キャラクターブランド・ライセンス協会
後 援：経済産業省
共 催：リード エグジビション ジャパン株式会社
特別協力：香港貿易発展局、ASIAN Licensing Association
協 力：株式会社キャラクター・データバンク
U R L : <http://www.charabiz.com/award/index.html>



- 2017 *Kanahei's Small animals*

2017

Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May. | Jun. | July. | Aug. | Sep.

Merchandising: Plush dolls, Tote bags, miscellaneous goods, accessories, stationery, etc

Merry Christmas
mini POP BOX

Exhibition

Café Event

POPBOX: Yurakucho, Umeda, Shibuya, Kobe, Kagoshima, Nagoya, Kyoto, and other venues.

Café Event

MUFG Advertising

PARCO Advertising

Amazon Advertising

Digital Contents: docomo *Sugo-toku*, au *Smart pass* (Kisekai changeable wallpapers, Deco, Game)

Facebook Sticker / iMessage (Apple)

TV Animation *Zombie Neko*

2016

HK

Japan

Korea

International Licensing Show 2017

Licensing EXPO 2017

Thailand, Mainland China

Taiwan, Hong Kong, Macao

- 2018 *Kanahei's Small animals*

2018

Oct. Nov. Dec. Jan. Feb. Mar. Apr. May. Jun. Jul.

Exhibition *Yurutto Town* Taipei

Yurutto Town
Kyoto

Exhibition
Yurutto Town Kaohsiung

Collaboration Café/Tokyo, Osaka, Taiwan, Hong Kong, ..., Worldwide

Merchandising: Plush dolls, Tote bags, miscellaneous goods, accessories, stationery, etc.

POPBOX and POP UP STORE at Loft stores around Japan

Convenience Store Campaign

Facebook Sticker, LINE Stickers, Kakao Talk Stickers

Digital content: LINE Bubble, docomo *Sugo-toku*, au *Smart pass*

Shanghai

HK

Japan

USA

Licensing EXPO China 2018

Hong Kong

Licensing EXPO TOKYO 2018

Licensing EXPO Las Vegas 2018

Licensing Show 2018

Mainland China, Taiwan, Hong Kong, Macau, Thailand,

Korea

USA

- Characters and their features

TXCOM is the merchandising, advertising and animation licensing agent

Property

Target

License Agent

① ***Kanahei's Small animals***

16-34 year olds
male:female = 4:6

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② ***Zombie Neko***

16-34 year olds

Zombie Neko Project

③ ***Komimizuk***

35-49 year olds

Komimizuk Project

④ ***Natsu me-me***

13-34 year olds

Natsu me-me Project

①



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②



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③



④



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51

Kanahei's Small animals
"Excellent quality products and services"



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