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Japanese Advertising, Design and Creative People



Make Yourself into a Sanrio Character--“Chanrio Maker”



Sanrio Entertainment released an online app called *Chanrio Maker* on July 10 that lets users create their own character versions of themselves. Surpassing 5.8 million users in ten days, it was a big hit.

Digitally Promoting Puroland Attendance

“I love Sanrio characters. But I’ve never been to Sanrio Puroland(communication

park in Tokyo)...” This summer, in a bid to boost attendance to Puroland, what brought Sanrio to the forefront once again in conversation among young women was Chanrio Maker. Piece together the eyes, nose, and hairstyle of your choosing, and you can make a Sanrio-style character that looks just like you. Spreading through celebrities’ pages on social media and amplified through television coverage, the topic went viral.





The project was produced by Hakuholdo and Kayac. "From the scope of our budget, we reasoned that our target younger demographic would respond with a high affinity for a digital rather than a mass-media approach," explains Shigenobu Okubo in the Activation and Planning department at Hakuholdo. The "Virtual Parade" video that guests can see when they visit was produced by P.I.C.S.

Even if they have not been to Puroland, there are almost no women who have not experienced Sanrio at all. Thus the purpose of the project was awakening that "Sanrio is cute!" feeling in the hearts of women while simultaneously involving their friends. From this goal Chanrio Maker was born, a way to make oneself into a Sanrio-style character.

Made with Love by a Team of Sanrio-Loving Ladies

With the diminutive "-chan" in mind, (commonly used in Japanese to show affection or affinity, especially with girls and women), the naming of Chanrio came about from the idea of inviting a friend ____-chan to go visit Puroland together, a portmanteau of "chan" and Sanrio. Adjusting the thickness and balance of lines and other parts of the character, they created something from scratch that looked Sanrio-esque, and holding it all together was a team of Sanrio-loving women from Hakuholdo and Kayac. All together, 1280 different parts make up the characters for an enormous array of possibilities.

Announcement of the project was made only through a press conference and a banner on the Puroland official site. "At first," says Kouhei Mizuno in the Activation and Planning department at Hakuhodo, "anime fans who are also Sanrio fans reacted by saying 'I can make an anime character!' and it was this segment of early adopters that made their favorite celebrities on the platform. From there it spread like wildfire to the celebrities themselves and beyond."



On the site, greatest stress is placed on making the characters easy to make and easy to share. "You don't need to create an account, there's no app, and we don't collect your email address," says Takashi Murai, an engineer at Kayac. "We made it so that even little kids can make characters."

Meet Your Own Chanrio on the Big Screen at Puroland

At the Virtual Parade inside Puroland, read the QR code you get when you make your Chanrio into a machine, and your own character will appear on a giant screen and join the parade.

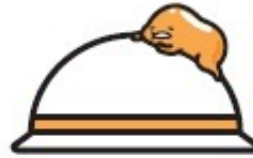


“It was a totally new unknown world for me,” laughs director Hiroshi Kizu at P.I.C.S., which produced the Virtual Parade video. “I started with a visit to Puroland to acquaint myself with the story.” The rainbows and Wisdom Tree in the video are taken from the Puroland story.

As a result of all this, depending on the day, Puroland is recording double attendance for the same period over last year, and moreover the project is showing its clear effectiveness in attracting visitors. This campaign was scheduled to go until the end of August, but has been extended thanks to the overwhelmingly positive response.



Chanrio Cards” that visitors to Puroland can get, giving them access to discounts on shopping and food as well as a special surprise within the park.



Limited Chanrio character parts, obtainable with a secret password at locations



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ちゃんりおメーカーで、あなたそっくりの“ちゃんりお”を作って、ビューロランドのバーチャルパレードに参加しよう!

ALL INFORMATION
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Pair board Advertising

Web Movie

- Production: Hakuhodo, Kayac, P.I.C.S.
- Exective Producer & Creative Director: Shigenobu Okubo
- Planning: Kouhei Mizuno
- Producer : Naohiro Kitagawa
- Artdirector: Ami Nakatani
- Copywriter: Aika Tamiya
- Technical director: Takashi Murai
- Designer: Aoi Ichikawa, Aimi Ozawa, Sakuya M
- Production manager: Kaoriko Kusunose, Yusuke Okutani
- HTML: Nobu Fujisawa, Makiko Sakamoto
- Video Director: Hiroshi Kizu
- Video Producer: Kyo Yoshida
- PR Planning: Keigo Ishida
- Account exective: Mariko Kojima, Natsuko Kuriyama

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