How to inspire travellers to keep a strong interest in your destination - even if you cannot travel there?
It's time to inspire travellers!
01 Challenge
How to inspire travellers to keep a strong interest in your destination - even if you cannot travel there?
THE CONTEXT

Empty airports, passports forgotten in drawers, closed businesses...

We are probably experiencing the most complicated years for tourism (and for users in general) in recent decades. Now, the light is finally seen.

But what do people think of Japan after two years without travelling, and how do they associate Japan and travelling?

Much of what we knew, or thought has probably changed.

So, we have a double challenge...
Rethink everything, we knew, and update the information for a better understanding of the new traveler (more worried about health and safety or money)

Differentiate and position Japan as that long-awaited first trip for all travelers once the borders open.
Promote or don’t promote...

That is the question!
02 Solution
THE CAMPAIGN

Now, competition will be fierce, more than ever, to attract travelers. So, now more than ever we base our strategy on two axis:

**DATA**

- to understand the users, their perception and needs and make our campaigns more segmented and effective than ever

**CREATIVITY**

- to differentiate Japan from the rest of the countries and take the attention of the user, being in the top of their mind
We propose to define a marketing and communication strategy driven by data insights:

**What**
Combination of different technologies and disciplines:
- Marketing Intelligence
- Software for active listening
- Programmatic advertising
- SEO
- Heatmaps

**Where**
From the inside to the outside:
- JNTO owned media
- Shared media
- Earned media

**When**
24/7
- Real-time data collection
- Real-time monitoring
- Real-time data access for JNTO

**How**
Covering all the sources and funnel stages:
- Collection of more than 2 billion internet sources
- Establishing stages in the “customer” journey of the travelers
CREATIVITY

Applying creativity will help us to find a story that makes Japan more attractive as a tourist destination and different from the rest. We will find the stories that inspire the user from an emotional side.

What

Combination of formats and creativity campaigns:

• Social Media
• Contents
• Specific campaigns (f.e. prices in Japan or Japan, safe destination)

Where

JNTO own media, shared and earned media:

• Website
• Social Profiles
• Add campaigns

When

From the beginning to the end of the project

• Involvement of creative teams in Social Media and contents
• Special actions according to key-dates

How

Self Working Progress process and co-creation special meetings

• Special ‘power hours’ between JNTO and Comm Ibero creative team to think/discuss special actions
• Continuous creative and proactive proposal process
This year, every action must be based on data and certainty. **Boost ‘conversión’**: Help to increase the number of bookings and travelers visiting Japan once the borders open. **Community**: Increase the fan base and its loyalty in Social Media and continue increasing the traffic to JNTO websites. **Attitude Change**: Debunk the myths and barriers that deter users from traveling to Japan and help to disprove some of the beliefs, bringing users closer to traveling to Japan.
Campaign key messages

Japan is...

...safe, affordable, diverse, welcoming, for all travellers, a 12 months destination, sustainable...
1.- Promote Japan as a tourist destination using JNTO’s website

Objective: Increase the number of unique users to JNTO’s Spain website, (2) total website visits, and (3) build overall awareness for Japan as a tourist destination through www.japan.travel/es/es/

To achieve our goal, we will activate different disciplines and resources like these (among others):

- SEO optimization, UX and design optimization, new media, Influential and email marketing and CRM dynamics
2.- Content strategy

With the disappearance of third-party cookies in 2022 (a decision taken by Google and applicable to Chrome, the world’s most widely used browser), content becomes even more relevant as a source of information on users’ interests, as part of a first party quality data for JNTO. This is the reason why content creation becomes an even more strategic part of communications and marketing, because a good first party data is the most valuable asset for marketing.

Like the Sakura flower representation, all our contents will have 5 leaves. In this case, 5 essential characteristics:
3.- Influencers Content Collaboration

Influencers “personal” campaign pages

With influencers collaborations, and in order to create an action that will be active during the campaign, we propose to create in japan.travel site special campaign pages of our influencers, called, for example: “The Japan of Oliver Vegas” in which they will share with us their experiences and best pictures and where we will place too some destination contents of japan.travel page.

This way, the influent profile could have a space for their tips and is it easier to share in their social profiles (we are sure they will love to have their own page), but we will take advantage of it because the page will be hosted in our page and our contents will be very visible on each influencer’s “personal” page.
4.- Promote Japan using JNTO’s Social Media Profiles

Increase the number of followers, social media reach and overall awareness of Japan as a tourist destination through the Community Management (monthly) of JNTO’s Facebook and Instagram profiles.

To achieve this objective, we will:

• Establish **different strategies for Facebook and Instagram**: analyzing both communities and what works and doesn’t work in each profile.

• **Interact with users**: not only by managing all the comments and private messages they send us, but also starting conversations with them in order to create engagement and reinforce the community.

• **Create quality and curated content**: in order to generate awareness and awaken the user’s needs (and wishes) of travelling, exploring all the available formats in each platform.

• **Analyze in a monthly basis** all the data obtained from the shared content, so we can learn what worked and keep that tracking in future posts.
5.- Japan correspondents

In a time where users travel worldwide through their phones and always check online what they want to see once we are all allowed to travel, it’s important to pair with some influencers or JAPAN CORRESPONDENTS who will help us create content for JNTO directly from Japan.

This ambassadors/influencers will be our eyes in Japan and will show us how their life in Japan is and, at the same time, the most spectacular views in Japan, the best places to see the hanami, their favourite spots to eat traditional food, and how things are getting back to normal, after a global pandemic. This will help future travelers to see how wonderful Japan is and, as well, how safe and not-so-expensive the country is.

In this case, we will suggest approaching Spaniards living in Japan, with different profiles, so we can have an impact on the targets we spoke about at the beginning of the presentation and widen the impact of JNTO’s social media channels in Spanish people that want to travel to Japan.
6.- Paid media

To reach the project’s objectives and boost the dissemination of social media posts, content and influencer collaborations, **we want to use paid media as a cross-cutting tool with a common strategy that helps us increase awareness of Japan as a tourist destination** in line with the needs of JNTO during the whole project.

Besides, this year, we need to be extremely accurate and target audiences better than ever based on their interests, but also on their behavior.

That is the reason why we need to, once again, go one step further and base our campaigns on data investigation.

The objectives with this strategy will be:

- **Awareness**: positioning Japan on top of the traveler’s mind
- Send **qualified traffic** to our websites
- **Increase our social communities** in Facebook and Instagram
- **Maximize the impact** in terms of impressions and ROI and **minimize the costs**, impacting only the target
- **Help to increase the number of bookings** for Japan bound travel
All the paid media campaign strategies have a lot of important points and variables, but in our strategy the most important are 4:

1. **Data driven analysis**: We will obtain in real time a precise vision of who is accessing to JNTO websites to create a profile of these users.

2. **Selection and planning**: Advertisements, audience segmentation, selection of top mass media to impact and multiplatform ads planning.

3. **Ad’s activation**: According to the trading algorithm and media whitelists. This will help us to reduce the cost of purchase.

4. **Optimization and reporting**: Analysis of different variables like interaction, engagement metrics, messages and images, format performance...
7.- Virtual press conference

Viaje Virtual: Japón seguro y sostenible

Participantes:
INTO
Marta García Almazán
Enrique Ale
Francisco Minas
Alberto Contador
Inés Coignet
Presentadora:
Carmen Corsazzini

La Oficina Nacional de Turismo de Japón (JNTO) en Madrid le invita a participar en un encuentro virtual para medios de comunicación para presentar las últimas novedades turísticas del país.

El evento, que será conducido por la periodista Carmen Corsazzini, contará con los siguientes invitados especiales quienes compartirán sus viajes y experiencias en Japón: el ciclista Alberto Contador, la directora de cine Inés Coignet, el escritor Francisco Minas, la periodista Marta García Almazán y el Youtuber Enrique Ale.

Fechas:
Martes, 23 de marzo
10:00 a.m.

Enlace para registrarse:

Viaje virtual: Japón seguro y sostenible

BOARDING PASS

JNTO
Comunicación Iberoamericana
8.- “Return Plan”: One day we will receive the long-awaited news that the borders will open in an exact date. In this moment we need to be prepared to act and have a digital marketing plan to have an impact on the target. It is the “Modoru plan”, a creative idea to position Japan as the first choice for travelers...
STORYTELLING: IT’S BEEN A WHILE...

It’s been a while since the last time we planned a trip.

It’s been a while since we asked our boss for a few days off for a trip.

It’s been a while since we last discussed choosing one hotel over another.

It’s been a while since the last time we prepared a Google Maps with the points of our itinerary.

It’s been a while since the last nervous feeling of waking up and knowing that your trip started that day.

And...

Since we thought about what to put in the suitcase.

Since the mixture of excitement and nervousness that you feel when the plane has landed, and you arrive in a new country.

Since we last experienced the joy of meeting different people and their cultures.

Without the tingle of finally seeing that place you’ve admired so much in the images of others.

Since the last phone call to your family and friends to tell them how incredible is what you are seeing in your trip.

It’s been a while since we last traveled, so long that we’ve almost forgotten what it feels like.
CONCEPT: JAPAN, YOUR NEW FIRST TIME

It’s been a while, but now we can see the light at the end of the tunnel.

The time to travel again is closer, so now it is is the time to prepare the travelers for regaining the excitement and emotion for a trip. So much time has passed that it’s like a ‘new first time’.

We have the opportunity to make people associate Japan with this excitement that has returned, with this desire to travel, with this feeling that will reappear with a force that we have not experienced for a long time. Associate Japan with the feelings you experienced the first time you were on a trip.

It is an opportunity to associate all these feelings to Japan, to reach out to the travelers with something much bigger than our destinations and tourist attractions. It is the greatest opportunity in decades to reach them through emotions.

“Traveler, you can hardly remember the emotions of travelling. It’s time to regain them. And recapture them in Japan.

”Japan, your new first time”

(“Japón, tu nueva primera vez” in Spanish)
03
Results
Influencer's coverage

Instagram @ovunno
Instagram @ovunno
JAPÓN

En las cuatro estaciones del año, Japón ofrece una variedad de paisajes impresionantes. El otoño es el momento perfecto para visitar el país, con sus colores de otoño vibrantes y sus jardines de cerezo en flor. La primavera también es un momento fabuloso, con miles de cerezos en flor que adornan las calles y parques del país. En el verano, el país está lleno de vida, con festivales y eventos culturales. Y en el invierno, Japón se convierte en un paraíso del esquí y del snowboard.}

ENTRE CEREZOS

La primavera es el momento perfecto para visitar Japón, especialmente en la región de Kansai, donde los cerezos en flor cubren las montañas de la ciudad de Kyoto. En los jardines de Thori, la belleza de los cerezos es una parte integral del paisaje. Es común ver a las personas caminando por los senderos de los jardines, admirando la belleza de los cerezos. }

Comunicación Iberoamericana
Social media impact

Instagram @visitjapan_es
+ 60,000,000 impressions
+ 500,000 clicks
+ 30,000 new Facebook followers
+ 25,000 new Instagram followers
+ 250,000 visits to the JNTO Web
Attitude change: perception survey

"I am not interested in Japan as a travel destination" 0%

"For me, Japan is just another tourist destination, like any other"...

"I am interested in travelling to Japan, but it is not my priority tourist destination"...

"I am researching Japan because I will go on my next trip"...

"I would like to travel to Japan in the next 3 years" 59%
ありがとう

THANK YOU!

GRACIAS!