

Jun Yeo

Producer / Writer / Director

[Background]

Doraemon, the Japanese robot cat, would be celebrating his 50th anniversary this year and as part of the celebration, there would be a series of activations both online and offline. The activities planned would be a mix of live events and online content.

[Task]

Write a short treatment for a creative piece that can best bring out Doraemon's unique qualities that resonate with the target audience and draw people to the celebration activities. You can decide the format of the outcome, whether it is an online video, a creative stunt, guerrilla marketing or any other ideas. Express your thoughts in no more than 500 words in a format that you deem best to represent your ideas.

[Media Plan Pitch]

To commemorate Doraemon's 50th anniversary, a spectacular meet-and-greet event with the series' co-creator Motoo Abiko, as well as other distinguished guests such as the voice actors for the animated series, would be held at Takashimaya Shopping Centre.



(L-R, Motoo Abiko [co-creator of Doraemon], Kumiko Osugi [singer of the Doraemon opening theme song], Wasabi Mizuta [voice actress of Doraemon since 2005])

A great selection of merchandise would be sold, featuring new and event-exclusive products. The highlight of the event would be the immersive VR stations that allow users to experience iconic Doraemon gadgets, such as teleporting to exotic locales by walking through the Anywhere Door, travelling back in time on the Time Machine and the joy of flying on a Take-copter.

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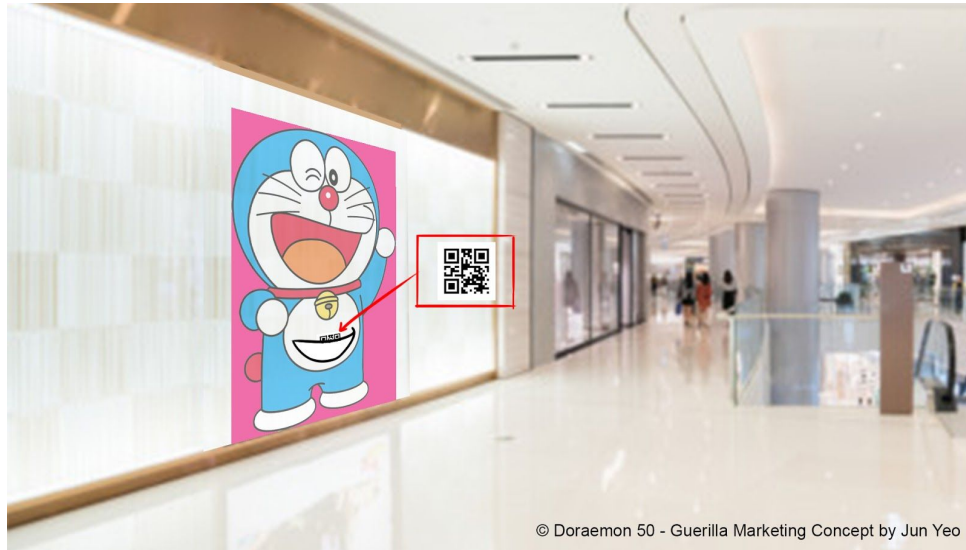
© Doraemon 50 - Anywhere Door, Time Machine, Take-copter VR Concepts by Jun Yeo

To cap the event off, there would be a lucky draw for a grand prize of an ultra-rare limited edition golden Doraemon plushie that commemorates the 50th anniversary of the well-loved cartoon. Only 50 of these plushies would be made.

To promote the spectacular meet-and-greet session, three guerilla marketing campaigns would be employed one month prior to the event. Firstly, a wordless poster of a life-sized Doraemon with a flap where his pouch is would be placed around shopping districts with heavy foot traffic, such as Suntec City and Takashimaya, targeting 25-45yo PMEBs who grew up watching the show and fans of anime and/or Japanese culture.

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These posters would pique the curiosity of passer-bys and they would interact with the poster by looking in Doraemon's pouch to find a QR code, which they would then scan to learn more about the event and book a timeslot for the VR stations. If they upload a picture of themselves with the poster on social media with the hashtag #doraemon50, they would also stand a chance to win the grand prize of the golden Doraemon plushie.

The second offline campaign would feature a costumed Doraemon walking through popular shopping districts giving out Doraemon stickers, keychains and flyers, informing passer-bys of the spectacular meet-and-greet event. The sight of a life-sized, adorable Doraemon giving out freebies would generate great buzz for the event.

The third offline campaign would see Instagrammable life-sized Doraemon standees popping up across popular shopping districts. They would feature Doraemon's popular gadgets and entice the public that they can experience it for real at the event. Like the poster campaign, the public stand to win vouchers and a chance to win a grand prize simply by uploading a photo of themselves on Instagram.



Client shall not, in any form, use the ideas proposed by Jun Yeo for any of their campaigns without prior consent from Jun Yeo.

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For the online campaign, besides public participation in helping to boost awareness for the event, popular Singaporean influencers and cosplayers such as @reakami, @kiyocosplay and @riona, would be activated to promote the event. They would dress up as characters in Doraemon, try out the VR games and promote them.



(L-R, @reakami, @riona & @kiyocosplay)

[Tie-in with Client]

The fun, engaging and low-cost campaigns to promote the event would appeal to and inform participants. The spectacular meet-and-greet event with the series' co-creator and other distinguished guests, as well as the entertaining VR experiences of beloved Doraemon gadgets, plus the wide array of merchandise and limited edition gifts, all combine to make for an extravagant event for fans and non-fans alike.