



CHIHAYAFURU ACTION



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1. Introduction: our experiences

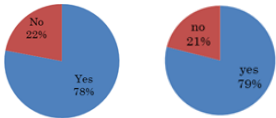
1. Research about a plan for overseas support and dissemination of Fukui's charm.
2. Some lectures about regional vitalization by a Professor of Fukui University.
3. Study trip to Thailand, Vietnam and Tokyo in October, 2018

2. Our Hypothesis

1. Do something new in CHIHAYAFURU week
2. Do CHIHAYAFURU action

3. Research

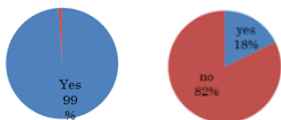
1. Use SNS (Instagram or Twitter)



↑ Japan ↑ Foreign country(Thailand, Vietnam)

From this graph, the percentage of Japanese and foreigners who use SNS is high. ...①

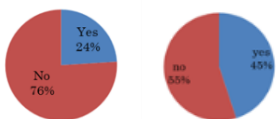
2. Know CHIHAYAFURU



↑ Japan ↑ Foreign country

From this graph, most Japanese know it but the majority of foreigners don't. ...②

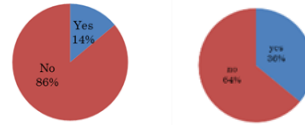
3. Save people by posting pictures (but you have to pay money for goods)



↑ Japan ↑ Foreign country

Foreign people will join our main effort rather than Japanese. ...③

4. Want to participate in CHIHAYAFURU week



↑ Japan

↑ Foreign country

Foreign people are more interested in CHIHAYAFURU week. ...④

4. Our Proposals

1. Target;

People who are teen or twenties.

2. According to ②, we will use CHIHAYAFURU.

3. About 1st hypothesis, according to ④

we won't do it because most people are not interested in CHIHAYAFURU week.

4. about 2nd hypothesis, according to ③ and ①,

We will do this.



5. What remains to be done

1. To think about the money you will pay for the action in partnership with the city.
2. We find the companies which approve of our idea and we make these companies pay money for our action.
3. To do more research, including MANNAGA.
4. Now, we think using SNS is best way but we have to find better one.

【References】

<http://www.chihaya-awara.com/>

<https://pixiin.com/chihayafuru-movie/>

<https://onigiri-action.com/>