

# 国際塾2023

**How Can We Improve And Cultivate  
A More Positive Image For Okayama Prefecture?**

## <B-Group>

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▶ **At first**

**Target**

▶ **Why ?**

**SNS, Influencer**



**The focus of the group**

**About**

**OKAYAMA's PROMOTION**

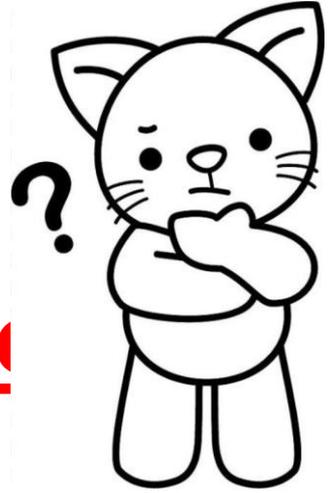
# ►Improvement

First

To be better in Okayama promotion

second

what you need for Okayama in  
young people



# Trends in promotion videos in prefectures with top attractiveness rankings

The overall theme is unifying

→we can understand its **selling point**.

ex.ripples sound , blue sea and blue sky (Okinawa Prefecture)



The video is clear and the lighting is considered

→Videos naturally attract attention , and viewers are comfortable.

ex.focus on Torii gate , editing that highlighting the brightness of the sunset (Kyoto Prefecture)



## English Narration

→ **It's easy to understand ever for people overseas.**

Example: It has English narration and Japanese subtitles.

## The video is slow and fast.

→ **Get noticed !**

**What you want to convey is easy to understand.**

Example: Slow and rapid water splashes on roller coasters.

【OsakaPrefecture】



**Haruki**

# Good points of Okayama's promotion movies

- Easy to know about famous food and Urajya.
- Can know about various charms.
- Abstract and time is just right.



Karin



# The challenge Promotion video of Okayama①

- **Less time for one.**
- **There are a lot of overall images.**
- **There aren't many people in the video.**
- **We don't know the details only with the video.**
- **There are many famous places and foods, but we don't understand what they are.**



## The challenge promotion video of Okayama ②

<https://www.okayama-kanko.jp/>

~ Okayama Prefecture Tourism Federation ~

➡ This video is easier to understand than the ones posted on YouTube

But the website is not well-known.



# Two Main Problems???



## •Unclear

Cause: too abstract  
no explanation

## •Too much information



## How to improve it ?

# How To Improve



## ① Include narrations and explain in detail

→Get famous actors and celebrity to perform !

## ② Performance more people on Promotion video

→It is easy to transmit attractions by performing more people !



♀ After learning more about  
the promotion of Okayama...

**What should we, high school  
students think about  
"The promotion of  
Okayama"?**

**∨ We thought about it! √**



Rena

# Proposal of international students ~We wish it was in Okayama~

- Amusement park
- A big live stadium
- **Photo spots**



Things for young people



# Conclusion young people

creativity

+

power of  
imagination

→ The attractiveness of Okayama will be improved!

# Thank you for your attention!

