

How Can We Improve And Cultivate A **More Positive Image** For OkayamaPrefecture? 2023

<Group-D>

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The flow of this presentation

- 1. Information**
- 2. Appeal points**
- 3. Attraction**
- 4. Our suggestions**

Basic information of Okayama prefecture



Population	1.9million(20th)	
Area	7,000km ²	
Attractiveness	33th → 35th	
Ranking	(2022)	(2023)

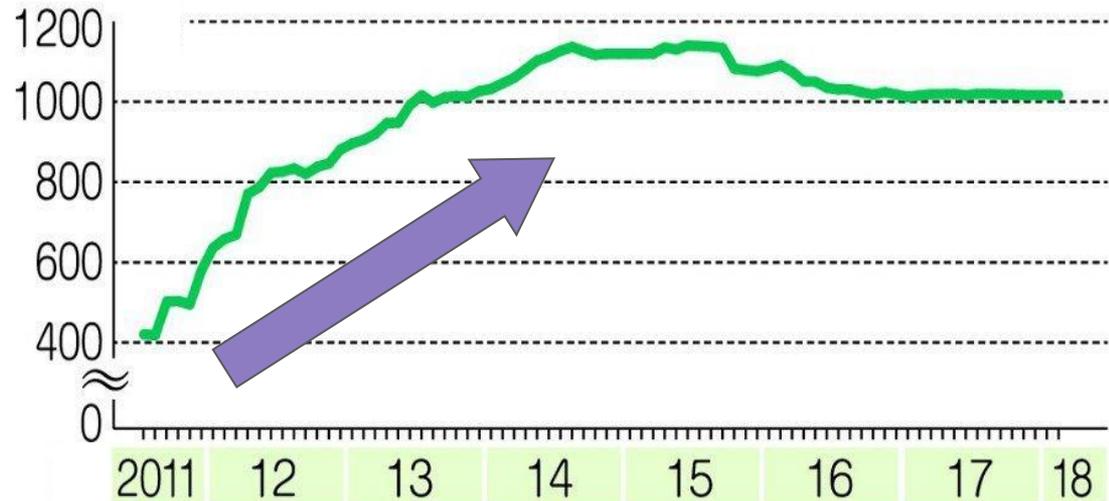
A few disasters in Okayama

<https://okayama.summacle.jp/10000421>
<https://www.tokyo-np.co.jp/article/234495>

Okayama is now the top evacuation in western Japan for the Great East Japan Earthquake

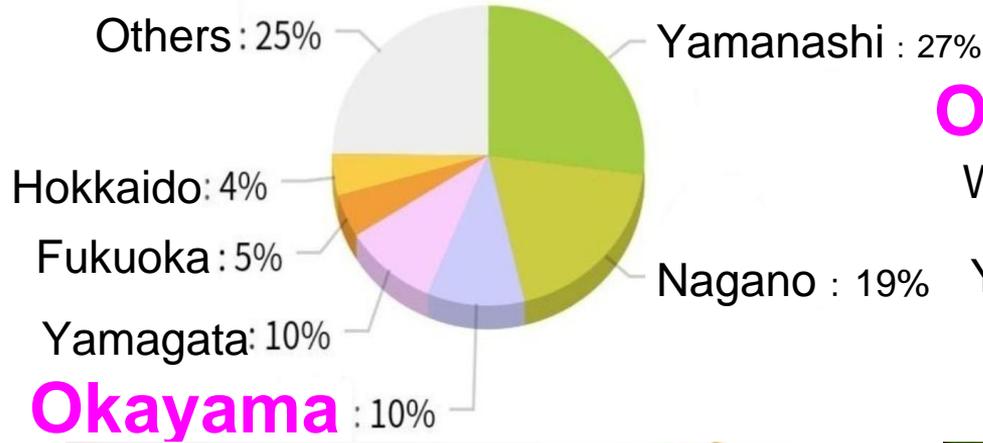


Transition for number of evacuees to Okayama

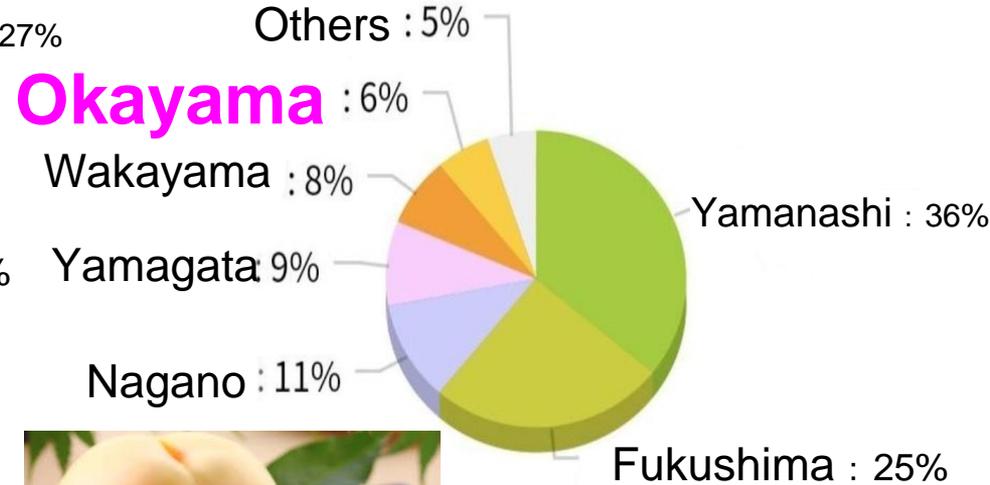


Okayama Prefecture, known as **a fruit Kingdom**

Grape production ranking



Peach production ranking



<https://www.kudamononavi.com/graph/category/ca=35#nenji>

<https://www.kudamononavi.com/graph/category/ca=41>

What is the **image colors** of Okayama prefecture ?

No.1



image for.....

hill & mountain
lots of nature
refreshing

2位



peach
MOMOTARO
form of prefecture

NO.3



the Sunny Country
Cheerful Momotaro



Aika

<https://iro-color.com/questionnaire/ranking/okayama.html>

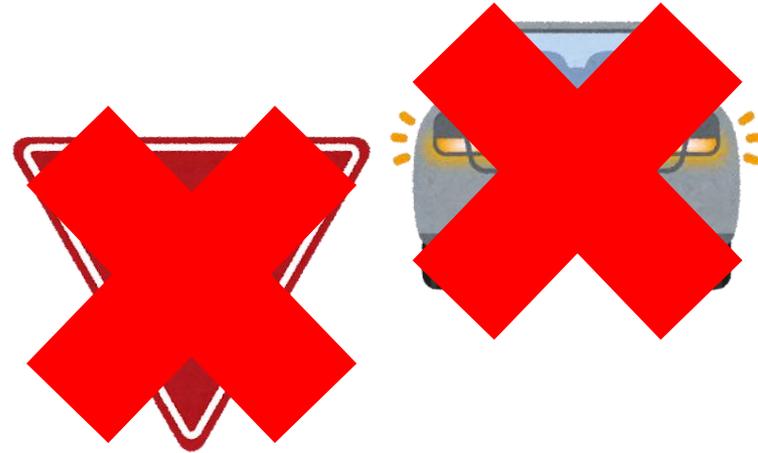
Citizens in Okayama Prefecture have **bad manners.**

Current Situation of Okayama Prefecture

The number of traffic accident deaths per 100,000 people was **the worst in Japan.** (In 2022)

Example

- Turn at Intersections without Signaling
- Run Through a Stop Sign



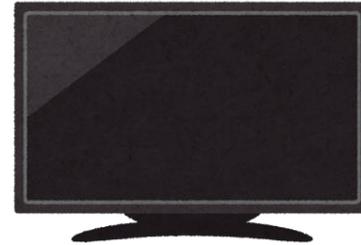
https://www.pref.okayama.jp/uploaded/life/538819_6701201_misc.pdf

How do we improve our driving manners ?

Let people know about current situation
of Okayama prefecture.

↳ Warning People to Keep
Traffic Rules by...

- Television Advertisement
- YouTube, YouTube Shorts
- Tik Tok
- Reels(Instagram)



 YouTube

 YouTube Shorts



The charm of Okayama



1, Convenient **transportation** access.

2, There are many **sunny days** in Okayama.



3, There are very **few disasters**.

4, A lot of traditional **dishes**.



ex) Ebimeshi, Demikatsu



Hometown Tax (ふるさと納税)



1. Okayama Prefecture

1, A cup of true love Standard miso soup variety

[20 meals for home use]

2, Saijou-kaki mille-feuille



3, Okayama Botan pot set with natural fishballs

[100% wild boar from Okayama Prefecture]

2. Okayama City



1, Shine Muscat Hareo

2, Amazing deodorizing bag BOS diaper odor free bag BOS for babies S size 200 pieces (set of 3)

3, Grape 2024 New Pione Okayama Prefecture Domestic Fruit Takemasa Vineyard

Furusatochoice 2023/10/29) Hometown tax

Okayama popular product ranking.OkayamaPrefecture



3. Kurashiki City

1, Grande S Tri-Fold Made in Japan High Resilience
Mattress Tri-Fold Medical Sleeper Grande



2, Super satisfying fruit tart

3, Fujimaki Department Store custom made Kurashiki
denim coat

(Furusatochoice 2023/10/29) Hometown tax Okayama

popular product ranking.OkayamaPrefecture



Our suggestions -1

①Dialects can be easily misunderstood

For example : “はよーしねー”

in English Do it quickly, Die quickly ! be mistaken for.

Create memorable commercials using dialects that are easily misunderstood. Appoint Okayama talent for the commercial.

I made a commercial, please take a look.



Our suggestions -2

Promote Okayama as a subject of animation and games

Examples: pilgrimage to sacred places,

- Momotaro Dentetsu (Momotetsu)
- Osomatsu-san
- I would die if my guess went to Budokan, etc.



The classic game "**Momotaro Dentetsu**" is about rolling dice and aiming to be the best president in Japan. Among these, Okayama, where Momotaroland, the most expensive property, is located, is also called the "sacred land."



Our suggestions -3

Okayama Prefectural Library is the best library in Japan.

① It is number one in Japan in terms of number of visitors and number of lending books.

ranked No.1 in the nation for 14 consecutive years. 🏆

There is an automated archive. ⚙️



Relocated and opened. ✨

Hold 1.5 million books. 📖

Lots of charm!

② You can also learn history.



【Okayama Castle】

- There are castle ruins in the parking lot. It was once the site of Okayama Castle.

* There are many historical buildings around.



【Korakuen】



Thank you for your listening

D group

