

【広告配信先】

Creative Test - A (English x Delhi NCR)
動画A（英語版）をデリー都市圏に配信

This screenshot shows the targeting configuration for an English video ad in the Delhi NCR region. The language is set to English. Under 'Locations', 'Enter another location' is selected, and a list of targeted locations in Delhi, India is shown. The ad group name is 'Video Conversions - 2022-03-24', and the ad type is 'Responsive video ad'. Demographics include Age 18-24, Gender All, and Household income Top 10%, 11-20%, 21-30%. Audiences are defined by interests in Food & Dining and Food.

Creative Test - A (English x Mumbai)
動画A（英語版）をムンバイに配信

This screenshot shows the targeting configuration for an English video ad in Mumbai. The language is set to English, Hindi. Under 'Locations', 'Enter another location' is selected, and a list of targeted locations in Mumbai, Maharashtra, India is shown. The ad group name is 'Video Conversions - 2022-03-24', and the ad type is 'Responsive video ad'. Demographics include Age 18-24, Gender All, and Household income Top 10%, 11-20%, 21-30%. Audiences are defined by interests in Food & Dining and Food.

Creative Test - A (Hindi x Delhi NCR)
動画A（ヒンディ語版）をデリー都市圏に配信

This screenshot shows the targeting configuration for a Hindi video ad in the Delhi NCR region. The language is set to English, Hindi. Under 'Locations', 'Enter another location' is selected, and a list of targeted locations in Delhi, India is shown. The ad group name is 'Video Conversions - 2022-03-24', and the ad type is 'Responsive video ad'. Demographics include Age 18-24, Gender All, and Household income Top 10%, 11-20%, 21-30%. Audiences are defined by interests in Food & Dining and Food.

Creative Test - A (Hindi x Mumbai)
動画A（ヒンディー語版）をムンバイに配信

This screenshot shows the targeting configuration for a Hindi video ad in Mumbai. The language is set to Hindi. Under 'Locations', 'Enter another location' is selected, and a list of targeted locations in Mumbai, Maharashtra, India is shown. The ad group name is 'Video Conversions - 2022-03-24', and the ad type is 'Responsive video ad'. Demographics include Age 18-24, Gender All, and Household income Top 10%, 11-20%, 21-30%. Audiences are defined by interests in Food & Dining and Food.

Creative Test - A (Kannada x Bangalore)
動画A（カンナダ語版）をバンガロールに配信

This screenshot shows the targeting configuration for a Kannada video ad in Bangalore. The language is set to English, Kannada. Under 'Locations', 'Enter another location' is selected, and a list of targeted locations in Bengaluru, Karnataka, India is shown. The ad group name is 'Video Conversions - 2022-03-24', and the ad type is 'Responsive video ad'. Demographics include Age 18-24, Gender All, and Household income Top 10%, 11-20%, 21-30%. Audiences are defined by interests in Food & Dining and Food.

Creative Test - A (Tamil x Chennai)
動画A（タミル語版）をチェンナイに配信

This screenshot shows the targeting configuration for a Tamil video ad in Chennai. The language is set to English, Tamil. Under 'Locations', 'Enter another location' is selected, and a list of targeted locations in Chennai, Tamil Nadu, India is shown. The ad group name is 'Video Conversions - 2022-03-24', and the ad type is 'Responsive video ad'. Demographics include Age 18-24, Gender All, and Household income Top 10%, 11-20%, 21-30%. Audiences are defined by interests in Food & Dining and Food.

【広告配信先】

Creative Test - B (English x Delhi NCR)
動画B（英語版）をデリー都市圏に配信

Targeted locations (5):
 Delhi, India union territory
 Faridabad, Haryana, India city
 Ghaziabad, Uttar Pradesh, India city
 Gurgaon, Haryana, India city
 Noida, Uttar Pradesh, India city

Ad #1
 Ad group name: Video Conversions - 2022-03-24
 Ad group type: Responsive video ad
 Keywords: None
 Demographics: Age 18 - 24, Gender All, Household income Top 10%, 11 - 20%, 21 - 30%
 Parental status All
 Audiences: What their interests and habits are Food & Dining, What they are actively researching or planning Food

Creative Test - B (Hindi x Mumbai)
動画B（ヒンディー語版）をムンバイに配信

Targeted locations (3):
 Mumbai, Maharashtra, India city
 Navi Mumbai, Maharashtra, India city
 Thane, Maharashtra, India city

Ad #1
 Ad group name: Video Conversions - 2022-03-24
 Ad group type: Responsive video ad
 Keywords: None
 Demographics: Age 18 - 24, Gender All, Household income Top 10%, 11 - 20%, 21 - 30%
 Parental status All
 Audiences: What their interests and habits are Food & Dining, What they are actively researching or planning Food

Creative Test - B (Hindi x Delhi NCR)
動画B（ヒンディー語版）をデリー都市圏に配信

Targeted locations (5):
 Delhi, India union territory
 Faridabad, Haryana, India city
 Ghaziabad, Uttar Pradesh, India city
 Gurgaon, Haryana, India city
 Noida, Uttar Pradesh, India city

Ad #1
 Ad group name: Video Conversions - 2022-03-24
 Ad group type: Responsive video ad
 Keywords: None
 Demographics: Age 18 - 24, Gender All, Household income Top 10%, 11 - 20%, 21 - 30%
 Parental status All
 Audiences: What their interests and habits are Food & Dining, What they are actively researching or planning Food

Creative Test - B (Hindi x Mumbai)
動画B（ヒンディー語版）をムンバイに配信

Targeted locations (3):
 Mumbai, Maharashtra, India city
 Navi Mumbai, Maharashtra, India city
 Thane, Maharashtra, India city

Ad #1
 Ad group name: Video Conversions - 2022-03-24
 Ad group type: Responsive video ad
 Keywords: None
 Demographics: Age 18 - 24, Gender All, Household income Top 10%, 11 - 20%, 21 - 30%
 Parental status All
 Audiences: What their interests and habits are Food & Dining, What they are actively researching or planning Food

Creative Test - B (Kannada x Bangalore)
動画B（カンナダ語版）をバンガロールに配信

Targeted locations (1):
 Bangalore, Karnataka, India city

Ad #1
 Ad group name: Video Conversions - 2022-03-24
 Ad group type: Responsive video ad
 Keywords: None
 Demographics: Age 18 - 24, Gender All, Household income Top 10%, 11 - 20%, 21 - 30%
 Parental status All
 Audiences: What their interests and habits are Food & Dining, What they are actively researching or planning Food

Creative Test - B (Tamil x Chennai)
動画B（タミル語版）をチェンナイに配信

Targeted locations (1):
 Chennai, Tamil Nadu, India city

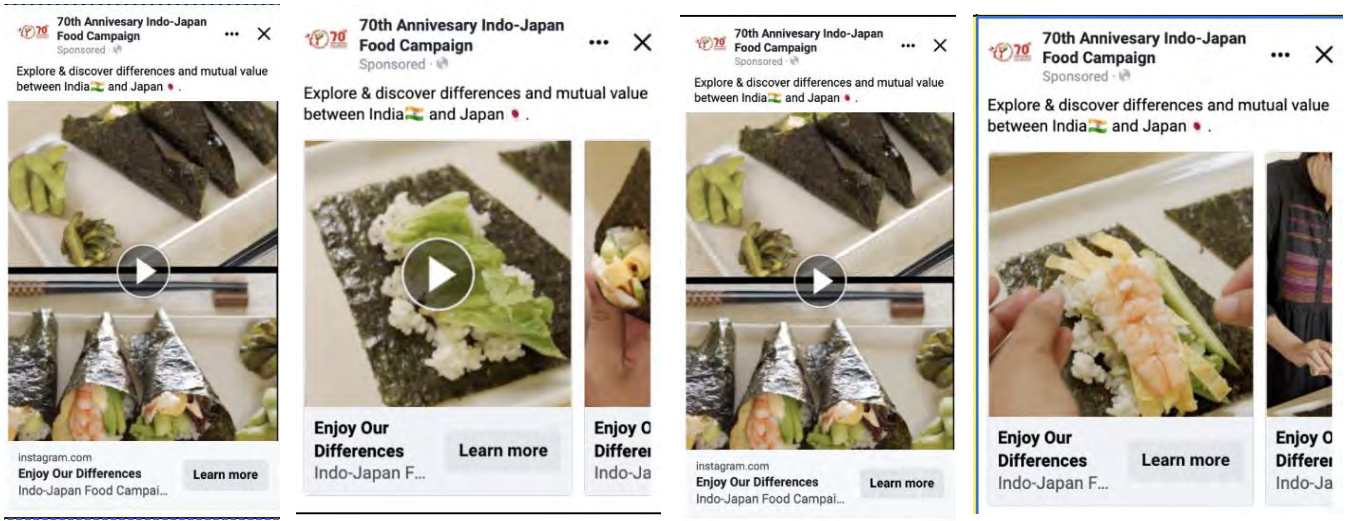
Ad #1
 Ad group name: Video Conversions - 2022-03-24
 Ad group type: Responsive video ad
 Keywords: None
 Demographics: Age 18 - 24, Gender All, Household income Top 10%, 11 - 20%, 21 - 30%
 Parental status All
 Audiences: What their interests and habits are Food & Dining, What they are actively researching or planning Food

Youtube広告が停止したため、キャンペーン露出の代替案として、Facebook広告およびInstagram広告を実施した。広告の実施目的は、アカウントへの訪問者数を増やし、フォロワー数を増加させることとした。

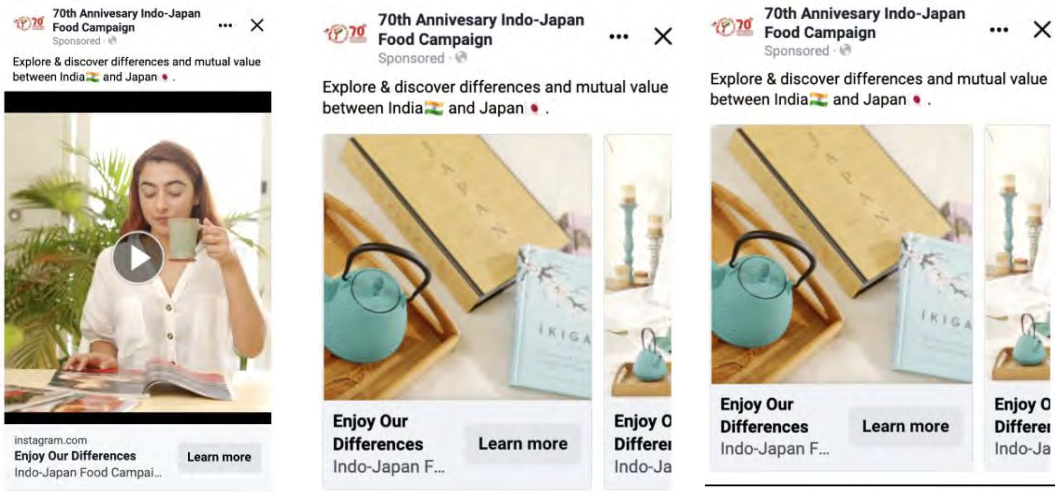
実施期間：4月21日～5月2日

使用コンテンツ

A. 自宅での手巻き寿司パーティー



B. Well-being · Ikigai × Z世代

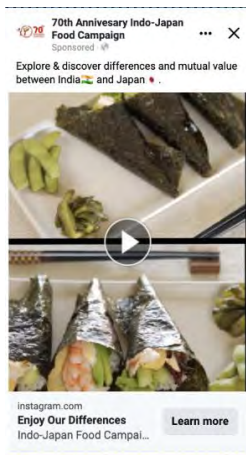


使用クリエイティブ保管場所<https://drive.google.com/drive/folders/1jAzPGJkH-HABVbZc5-jWQOFZCVvOHvCw?usp=sharing>

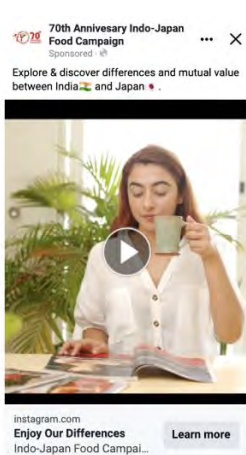
Youtube広告が停止したため、キャンペーン露出の代替案として、Favebook広告およびInstagram広告を実施した。広告のコンバージョン（目的）は、アカウントへの訪問者数を増やし、フォロワー数を増加させることとした。

A. New Traffic Campaign - DTE_On

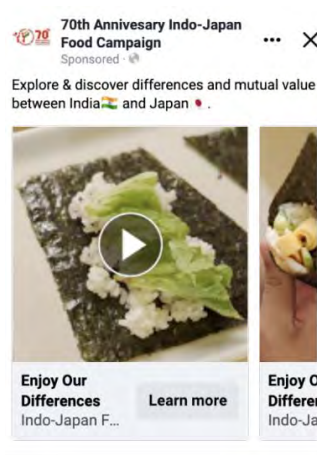
ターゲット層は、該当4都市部、18-40歳、「日本食・アニメおよび漫画・日本語・日本の音楽・日本」に興味がある、かつ「5スターホテル(W Marriott Hotels, Taj Hotels Resorts and Palaces, Oberoi Hotels & Resorts or Hilton Hotels & Resorts)」に興味がある、全ての男女（詳細ターゲット拡大：ON）



リンククリック数 15315



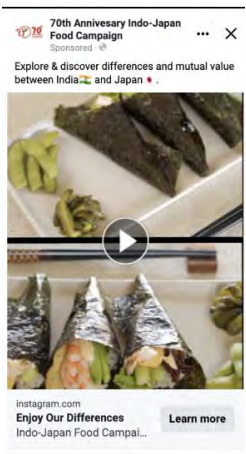
リンククリック数 5662



リンククリック数 629

B. New Traffic Campaign

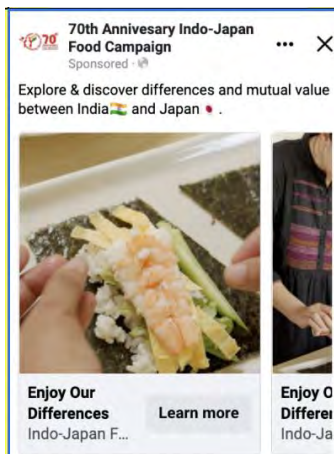
ターゲット層は、該当4都市部、18-40歳、「日本食・アニメおよび漫画・日本語・日本の音楽・日本」に興味がある、かつ「5スターホテル(W Marriott Hotels, Taj Hotels Resorts and Palaces, Oberoi Hotels & Resorts or Hilton Hotels & Resorts)」に興味がある、全ての男女（詳細ターゲット拡大：OFF）



リンククリック数 1517



リンククリック数 398



リンククリック数 78

【結果】

Campaign	Cost (INR)	Impressions	Reach	Views	Avg. CPV	Clicks	CTR	Avg. CPC
Total	34,862	510,226	251,392	154,170	0.23	27,304	5.4%	1.3
New Traffic Campaign	5,131	63,220	48,000	25,946	0.20	2,533	4.0%	2.0
New Traffic Campaign - DTE_On	29,731	447,006	203,392	128,224	0.23	24,771	5.5%	1.2

※リンククリック後に、SNSアカウントフォロワー数は、思うようには増加せず（厳密な増加値の計測は不可能）、フォロワー数の増加が見られなかったこと、および新しい広告アカウントのため、予算消化限度額（1日約3000ルピー上限）が設定されたため、4月末時点で施策を中止した。

詳細データ：

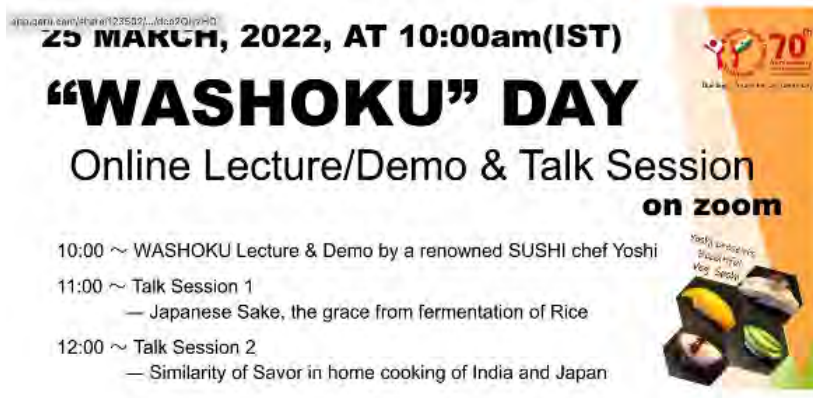
https://docs.google.com/spreadsheets/d/1mGUWx3kfkDjEjUZWE5_rTDlh6_tDsjdT/edit?usp=sharing&oid=114341025452580153058&rtpof=true&sd=true

4. 関連事業との連携

在インド日本国大使館にて、令和3年度在外文化事業（和食）として「日本とインドの食に関して共有する価値観」といったテーマの下、「和食」に関する基調講演や日印で共通する食文化について、オンライン・シンポジウムが開催され、本事業にて連携・協力を行った。

【シンポジウムの構成】

1. ベジタリアン向け江戸前寿司の調理実演 講師：手塚良則氏（「松之鮨」四代目）
2. パネルセッション
 - 1部：日本酒の魅力
 - 2部：日本人とインド人が共有する家庭の味



25 MARCH, 2022, AT 10:00am(IST)
“WASHOKU” DAY
 Online Lecture/Demo & Talk Session
on zoom

10:00 ~ WASHOKU Lecture & Demo by a renowned SUSHI chef Yoshi
 11:00 ~ Talk Session 1
 — Japanese Sake, the grace from fermentation of Rice
 12:00 ~ Talk Session 2
 — Similarity of Savor in home cooking of India and Japan

Main Speaker

Yoshi
 SUSHI Ambassador

Chef Yoshinori Tenaka (Yoshi) is Fourth generation Sushi chef of MATSUNOZUSHI in Tokyo, Japan. Yoshi is committed to introducing Sushi and Japanese culture around the globe. Yoshi caters for events and private parties in Japan and internationally. His lecture "Enjoy Sushi with Five Senses" is very popular.

Yoshi presents Beautiful Veg Sushi

Organized by Embassy of Japan in India and All Japan Food Association

Talk Session 1 : Japanese Sake
 Japanese Sake Professionals talk about attracts of the grace from fermentation of Rice, and the strategy of propagation of Sake in India.

Yuji TSUCHIDA
 Owner
 Tsuchida Brewery

Wika EOKA
 Sake Expert
 Co-Founder Sake Club India

Dr. M. BAROAH
 Professor
 Assam Agricultural University

Ravi JOSHI
 Honorary Consul
 Co-Founder Sake Club India

Talk Session 2 : Home Cooking
 From home cooking that both Japan and India cherish, we will explore similar savor of Japanese food that even vegetarians can enjoy.

Vikram KATHI
 Head Chef
 The Mitho Tree Kanganas Park

Nebu ANAND
 Cooking Expert
 Kumbh Shikhar

Komala FUJII
 Owner
 Kumbh Shikhar

Shingo MIYAMOTO
 Minister
 Embassy of Japan in India