

PROPOSAL FOR OTOKOYAMA HONTEN

EXPERIENCE TOHOKU
OTOKOYAMA HONTEN
—
ARTWORK
ANALYSIS / PLANNING
PROPOSAL



HOW CAN PREMIUM SAKE CONVEY HOPE WITH ART.

DOOR TO ASIA
PRESENTATION BY O HEZIN

**EXPERIENCE
TOHOKU**

EXPERIENCE TOHOKU

RIKUZENTAKATA

- HAKONEYAMA TERRACE
- DAMAGED BUILDING TOUR



EXPERIENCE TOHOKU

KESENNUMA

- OTOKOYAMA HONTEN
- SHARK MUSEUM
- FISH MARKET



**OTOKOYAMA
HONTEN**

OTOKOYAMA HONTEN

STAY 3DAYS

1ST DAY

BRIEF



2ND DAY

LEARNING PROCESS 1
KESENUMA TOUR
DRINKING SAKE
STAY AT OTOKOYAMA
HONTEN



3RD DAY

VISITING FISH MARKET
LEARNING PROCESS 2
VISITING KIDS CHEF
COMPETITION



OTOKOYAMA HONTEN

ABOUT

**ESTABLISHED IN 1912
AT KESENNUMA.**

**OTOKOYAMA
- NAME COMES FROM A
MOUNTAIN THAT IS LOCATED
IN KYOTO.**



OTOKOYAMA HONTEN

BRAND

- OTOKOYAMA
- SOTENDEN



OTOKOYAMA



SOTENDEN

OTOKOYAMA HONTEN

SOTENDEN

- HAVE BEEN MAKING PREMIUM SAKE "SOTENDEN" SINCE 10 YEARS AGO
- MEANS "LEGEND OF BLUE SKY AND SEA"
- MADE BY USING LOCAL INGREDIENTS



OTOKOYAMA HONTEN

MIRACLE

- LUCKILY THEIR FACTORY IS LOCATED ON A HIGHER AREA, UNDAMAGED THOUGH THE WATER CAME AS CLOSE AS A FEW METER FROM THE FRONT GATE.
- A FEW DAYS LATER, THEY STARTED THEIR BUSINESS AGAIN. MANY SUPPORTERS ORDER SOTENDEN TO SPUR THEM ON.
- SOON AFTER, SOTENDEN BECAME THE BEST SELLING PRODUCT.



OTOKOYAMA HONTEN

COMMUNITY

- REVIVING AND CONTRIBUTING FOR THE COMMUNITY.
- LOVE FOR HOMETOWN.



ARTWORK



ANALYSIS / PLANNING

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KEYWORDS



ANALYSIS / PLANNING

STORYTELLING

**HOW TO CONVEY THE
MESSAGE OF "HOPE"**

- "HOPE" IS A FEELING
THAT EVOKES ONE'S
SENSE.
- TELL A STORY
ABOUT OTOKOYAMA
HONTEN THROUGH
IMAGE .

CONVEY

ART

MESSAGE

ANALYSIS / PLANNING

GOAL

**CONVEY "HOPE"
THROUGH ART**

- MAKE AN ARTWORK WITH OTOKOYAMA'S STORY.
- LIMITED EDITION PREMIUM SAKE
- SOUVENIR
- EVENT LAUNCH!

ART



HOPE

PROPOSAL

PROPOSAL

MAIN ELEMENTS



MOUNTAIN



SEA



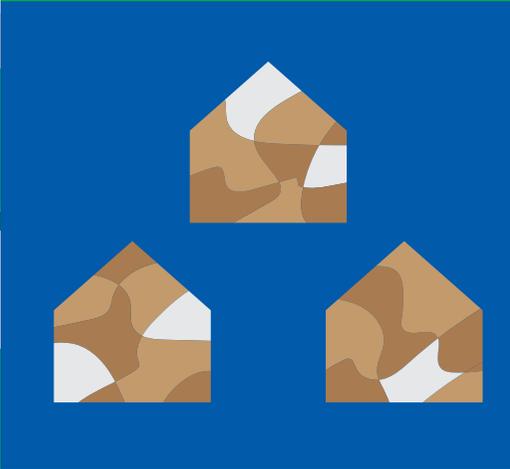
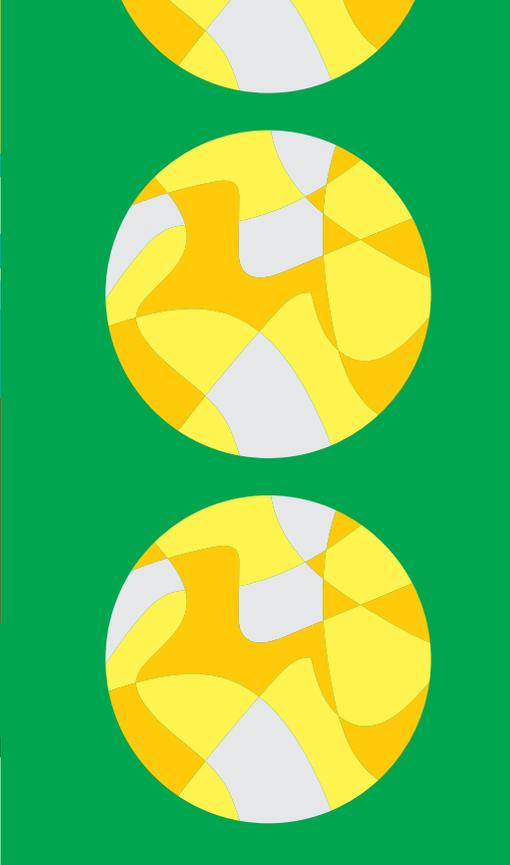
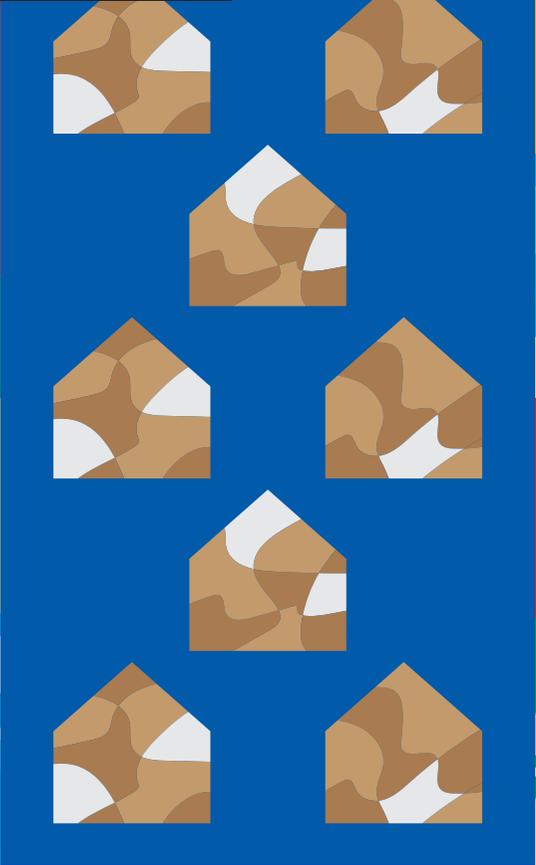
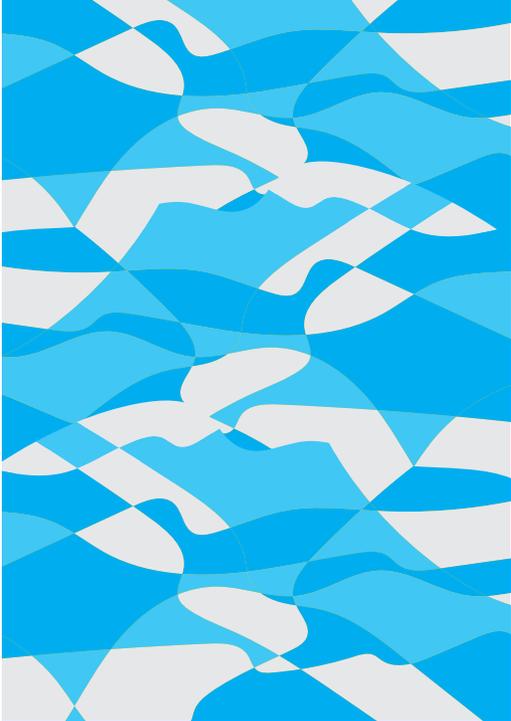
HUMAN



MIRACLE

PROPOSAL

ARTWORK



PROPOSAL

LIMITED EDITION PREMIUM SAKE BOTTLE, PACKAGE



PROPOSAL

APPLICATION : THANK YOU CARD



PROPOSAL

APPLICATION : FUROSHIKI



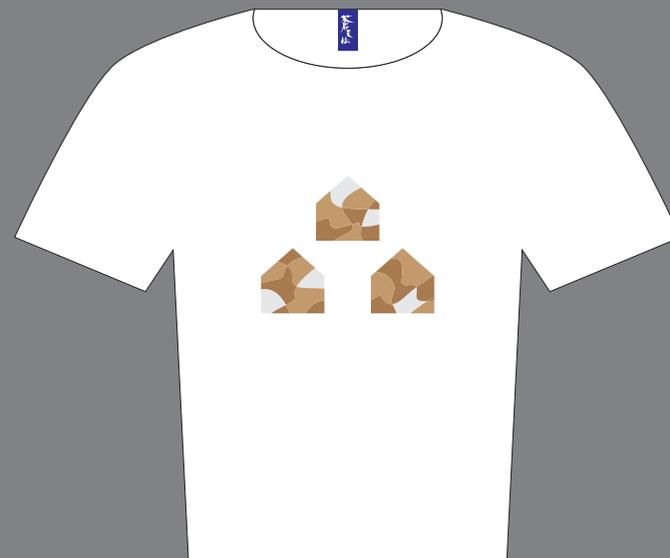
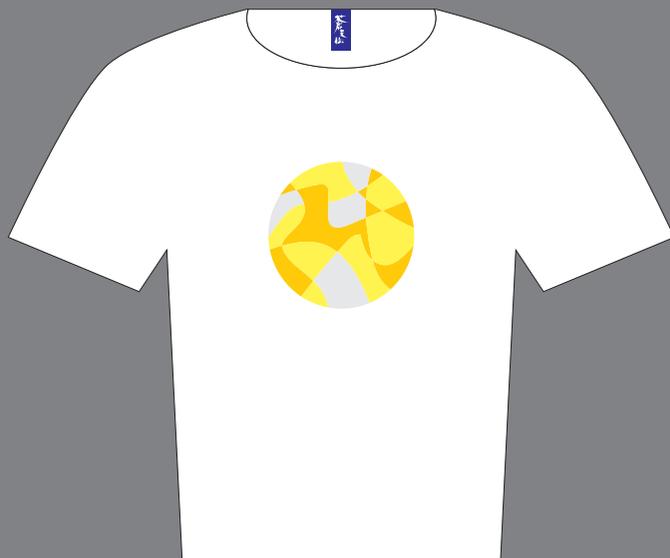
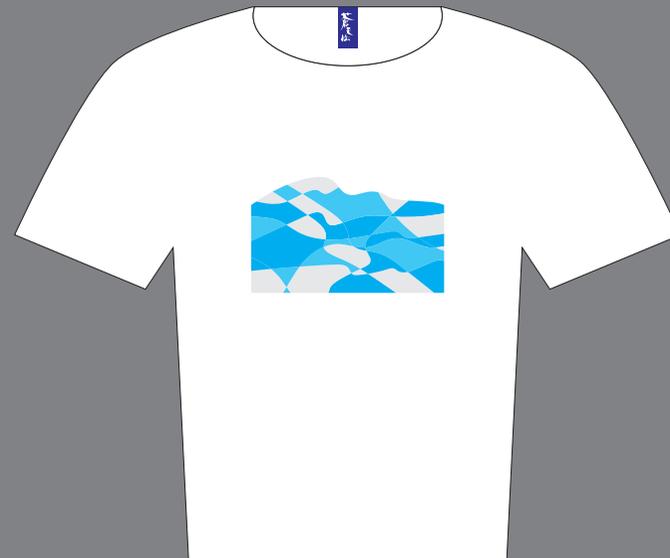
PROPOSAL

APPLICATION : STICKER



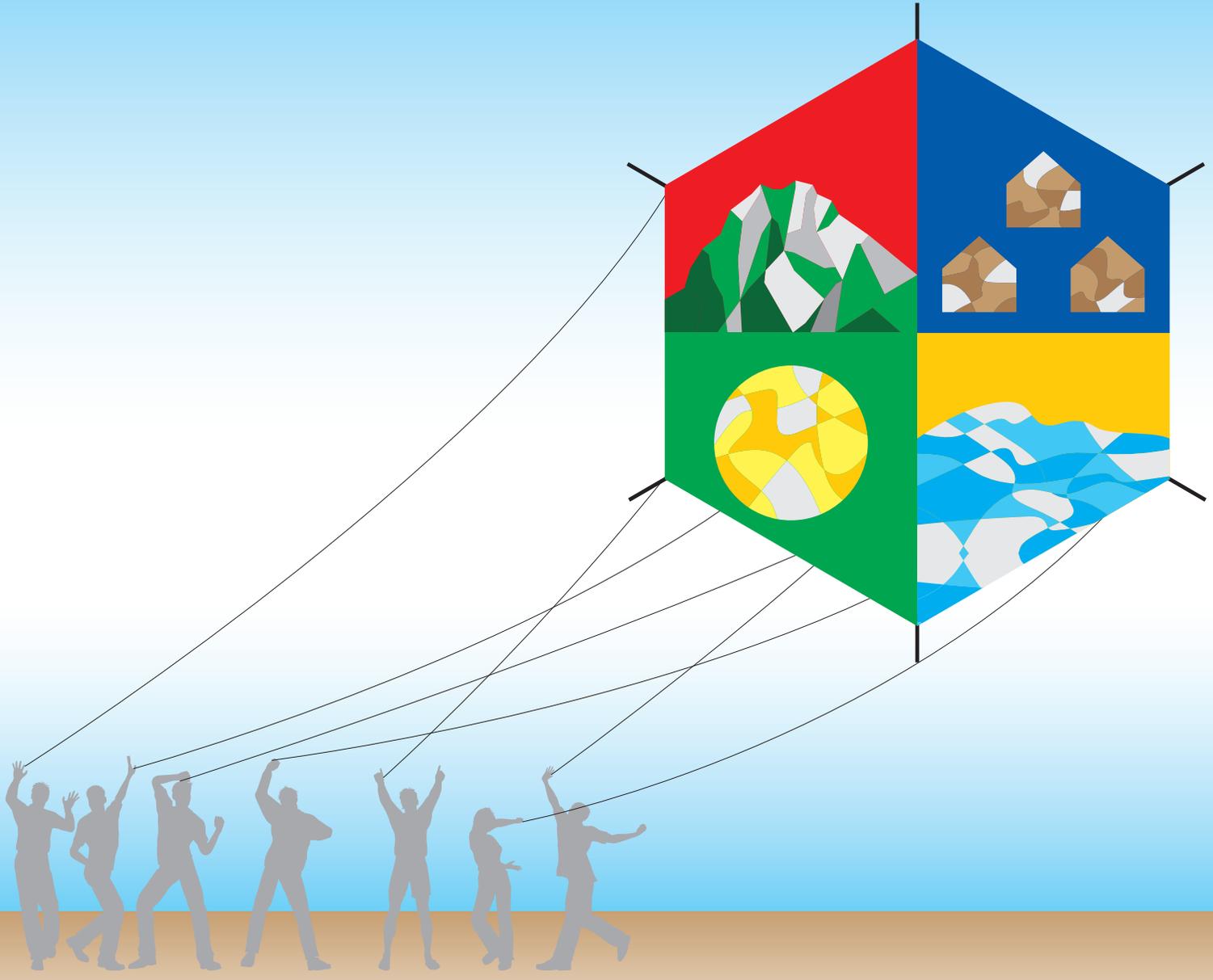
PROPOSAL

APPLICATION : T-SHIRTS



PROPOSAL

EVENT



FINISH

**THANK YOU
OTOKOYAMA HONTEN
& DOOR TO ASIA**



THANK YOU