**Case Study**

# FRONT

## A prophet in a foreign land…

## Read why!

In 1980, Otsuka Pharmaceutical Co., Ltd. introduced Pocari Sweat, its Powerade-like electrolyte replenishment drink. In 1989, as a key element in mass marketing their product expansion, the CEO, Mr. Otsuka, chose Skytypers to assist in promoting brand awareness all over Japan.

As the first American civilian flight team to tour Japan since World War II, the Skytypers crew created several hundred messages all over the country. Brand recognition soared and sales quickly grew to outpace any and all competition.

In 2005, Mr. Otsuka's son, now the CEO, commissioned Dentsu, the world's 5th largest advertising agency, to contract once again with Skytypers for a new major branding push. Coordinating all of Japan's media, including contests, television, radio and print, they mounted an enormous campaign throughout the country. Internet blogs even published where the Skytypers would be flying every day.

When the Sky Billboards began forming over the 20 million consumers in Tokyo, Dentsu had over 200 employees with cell phones monitoring every aspect of their response. As they watched and monitored, Dentsu proclaimed that the Skytypers exposure was far larger and far more cost effective than all other media, including television.

All the aircraft were painted in Pocari colors, were outfitted with logos and had "Pocari Sweat" displayed in large letters under the wings. Events were held all across Japan that included substantial advance media notice. At the event the team would Skytype the Pocari Sweat message then provide ground displays where the public could get pilot autographs and take pictures.

The resulting publicity, including the collateral media coverage, was the most gigantic Japan had ever witnessed. The bottom line: Pocari Sweat is now the strongest brand not only in Japan, but throughout Asia.

# BACK

## So now we need to prophesy…

America's media industry will rediscover the power of the sky!

**PROJECT DETAILS**

CLIENT
HBO (Home Box Office) - Time Warner
PROJECT/COPY
*John from Cincinnati*:
A new HBO TV show about a surfer
TARGET
East and West Coast Beaches
DATES
Memorial Weekend/May 26-28, 2007
AGENCY
Cunning Stunts Communication, Inc.

This Memorial Day weekend HBO, a multi-decade client used Skytypers in their launch of their new show *John from Cincinatti*, an American television drama, set against the surfing community of Imperial Beach, California.

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