

地球を守る– Save The Earth Campaign

Loyola University Chicago

Author: Jared Capuson

May 3, 2022

Table of Contents

Executive Summary.....	2
Situational Analysis.....	3
Goals and Objectives.....	5
Target Audience.....	5
Channels and Measurement.....	6
Creative Materials.....	8

Executive Summary

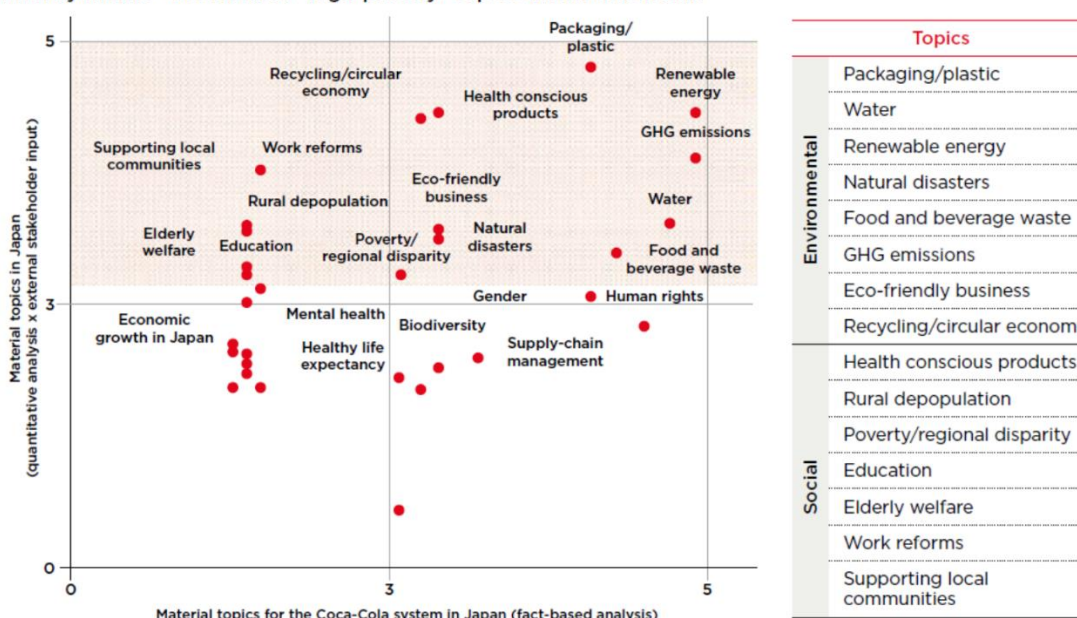
Japan has a severe plastics problem. According to a 2018 UN report, Japan is the world’s second-largest consumer of single-use plastic packaging per person, trailing only the United States. One international giant is working to reduce their massive plastic footprint in Japan: The Coca Cola Company. In 2018, The Coca Cola Company launched a global initiative to dramatically reduce its environmental impact of plastics and packing, called “World Without Waste.” The Coca Cola system in Japan announced its commitment to this global initiative through internal and external brand activities built on the three pillars of “Design, Collect, and Partner.” In Japan, Coca Cola prides itself on constant innovation in a Japanese market that is incredibly dynamic and a society that values corporate social responsibility more than any other major economy in the world. A technological innovation that has recently taken Japan by storm is the incorporation of emerging technologies, such as augmented reality and virtual reality, in brand activity. Coca Cola has an opportunity to reduce its plastic footprint in Japan by leveraging these innovative technologies to engage with Japanese consumers and achieve their global vision of a “World Without Waste.” The “地球を守る” (pronounced, ‘Chikyuwomamarou’) campaign, “Save the Earth” in English, will replace plastic labels on Coca Cola bottled products with QR codes that provide an immersive augmented reality experience to consumers encouraging them to recycle the bottle. Not only does this reduce the amount of plastic used in the actual production of bottles, but it also influences consumers to recycle, hitting on all three sustainable pillars of “design, collect, and partner.” The goal of the Save the Earth campaign is to strengthen The Coca Cola Company’s social license to operate in Japan, and the following three objectives will drive the strategy of the communication plan: Reduce plastic used in packaging for the Coca Cola soft drinks by 10%, generate 10,000 QR code scans, and increase earned media on Twitter by 20% in a three-month period from June 2022 to August 2022. Targeting males and females ages 20-29, the campaign aims to build intangible brand values and position The Coca Cola Company as a future-oriented company rooted in innovation and social responsibility.

Situation Analysis

Japan has a severe plastics problem. According to a 2018 UN report, Japan is the world's second-largest consumer of single-use plastic packaging per person, trailing only the United States. It is also the world's second-largest exporter of plastic waste. While the government supports the development of more plastics recycling facilities, as well as research into biodegradable plastic and its applications, its 2030 target for a 25% reduction in single-use plastics is relatively unambitious compared to EU plans, for example.

One international giant is working to reduce their massive plastic footprint in Japan: The Coca Cola Company. Coca Cola's global vision is to "create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet." (The Coca Cola Company, 2022) The priority matrix below identifies packing and plastic as one of Coca Cola Japan's most prominent environmental topics.

Priority matrix - We isolated "high-priority" topics within this matrix



In 2018, The Coca Cola Company launched a global initiative to dramatically reduce its environmental impact of plastics and packing, called "World Without Waste." The Coca Cola system in Japan announced its commitment to this global initiative through activities built on the three pillars of "Design, Collect, and Partner." In the "design" pillar, Coca Cola aims to use 100% sustainable materials in PET bottles of all products sold in Japan. Under the "collect" pillar, the goal is to recover 100% of PET bottles equivalent to that of the products they sell in Japan. Finally, under the "partner" pillar, they plan to build and maintain steady recycling and collection schemes in cooperation with the Government of Japan, local governments, and communities and consumers. (Coca Cola Bottlers Japan Inc., 2019)



In Japan, Coca Cola prides itself on constant innovation, releasing nearly 100 new products every year. President of Coca Cola Japan, Jorge Garduño, said in 2018, “The Japanese market is incredibly dynamic, fiercely competitive and rooted in innovation. Because of this, our team is constantly looking at ways to experiment.” (Coca Cola 2018) Not only is the Japan business sector keen on finding ways to innovate, but it also gives environmental sustainability a heavier share in the triple bottom line. According to the World Business Council for Sustainable Development, 71% of Japan’s ESG (environmental, social, governance) reporting provisions cover environmental topics, compared to an average 65% for all other major economies in the world. (WBCSD 2019) Businesses are hungry for new sustainability practices, and consumers value brands that enable them to participate in sustainability while providing opportunities and rewards for that participation. (Hofstede Insights, 2021)

A technological innovation that has taken Japan by storm is the incorporation of emerging technologies, such as augmented reality and virtual reality, in brand activity. In fact, the Government of Japan is a major advocate of these technologies and provides grants to encourage organizations and content creators to leverage them in promotion of products and tourism throughout the country. (Australian Trade and Investment Commission, 2019) The Japanese people receive virtual and augmented reality quite well, as a 2019 survey from TesTee Lab showed that 90% of respondents aged 10-19 were aware of virtual and augmented reality, as were 88% of respondents aged 20-29 years. (TesTee, 2019) In this same survey, 77% of respondents aged 10-19 said they were interested in trying these technologies if they were for free, as did 70% of respondents aged 20-29 years. (TesTee, 2019)

Statement of Purpose

Coca Cola has an opportunity to reduce its plastic footprint in Japan by engaging with Japanese consumers through emerging technologies to collaborate in achieving their global vision of a “World Without Waste.”

Big Idea

The “地球を守る” (pronounced, ‘Chikyuwomamarou’) campaign, “Save the Earth” in English, will replace plastic labels on Coca Cola bottled products with QR codes that provide an immersive augmented reality experience to consumers encouraging them to recycle the bottle. Not only does this reduce the amount of plastic used in the actual production of bottles, but it also influences consumers to recycle, hitting on all three sustainable pillars of “design, collect, and partner.”

Coca Cola successfully launched labelless bottles in April of 2020, significantly reducing the amount of plastic used in packaging. (Coca Cola Bottlers Japan Inc., 2019) Competitor Asahi Soft Drinks adapted this idea even earlier in 2018, which became widely popular and was well received by consumers. (Funazaki, Y, 2019) By developing this previously successful initiative with a new augmented reality experience, Coca Cola Japan can contribute to the “World Without Waste” initiative, improve Japan’s recycling performance, and create intangible values with consumers to ultimately increase The Coca Cola Company’s global brand value.

Communication Objectives

The goal of the Save the Earth campaign is to strengthen The Coca Cola Company’s social license to operate in Japan by reducing their use of plastic in bottling and engaging with consumers to recycle Coca Cola products. The following three objectives will drive the strategy of the communication plan:

1. Reduce plastic used in packaging for the Coca Cola soft drink by 10% from June 2022 to August 2022
2. Have 10,000 QR code scans from June 2022 to August 2022
3. Increase earned media on twitter by 20% from June 2022 to August 2022

Target Audience/Public and Rationale

Japan has an aging society with 28.1% of the population over the age of 65 and a country-wide average age of 48 years old. (Zenbird, 2021) To successfully engage consumers with emerging technologies and contribute to Coca Cola’s long-term initiative of a “World Without Waste,” the Save the Earth campaign will target a younger age demographic. In 2020 the highest smartphone penetration in the total Japanese population was 91.7% amongst people aged 20-29. (Ministry of Internal Affairs and Communications Japan, 2021) Japan’s 126.3 million people are made up of 64.9 million women and 61.4 men, 2.9 million of which are university students. The country has a largely middle class, educated, employed, and urban population. (Statistics Bureau Japan, 2021)

The target audience for the Save the Earth campaign is males and females aged 20-29. The persona below represents the target audience and was created by conducting a cultural analysis of Japan using the Hofstede country comparator and GLOBE analysis. (1)

Persona: The Dream Chaser**Meet Haru,**

A 20-year-old university student residing in the city of Tokyo with his parents and two younger brothers. Haru's highlight of the day is going to classes to learn new things and hang out with his friends. His favorite subject is physics because his dream since he was little was to become an electrical engineer after attending university. Every day after school he attends science club with his friends, after which he bikes home to eat dinner with his family.

Haru lives in a one level apartment with his parents and two younger brothers in one of the less industrialized areas of the city. He uses an iPad for his schoolwork, and an iPhone to stay connected with friends. He is active daily on social platforms like Twitter, TikTok, and Line where he primarily follows his friends, his favorite fashion brands, and influencers in the science and engineering industry. Although he is more of an observer on social media platforms, Haru constantly shares posts from accounts that he follows and occasionally shares his own content related to technology, science, and fashion.

Haru highly values his family and friends, his education, and fulfilling his engineering dreams. Though he is eager to pursue his own goals, he even more concerned with how his achievements can benefit Japanese society and the world at large. When Haru was younger, he experienced an earthquake in his hometown, and has had family and friends throughout his life effected by natural disasters. Thus, he has a long-term oriented approach to life and values his community and the environment. He does what he can on a day-to-day basis to contribute to society and has a deep loyalty to his close friends and family, as well as his university, science club, and the other organizations he is a part of.

Message Strategy

Primary Message: Even if it is a small act, doing your part can help preserve your environment and communities.

Secondary Message: The Coca Cola Company is committed to helping society and is here for the long run.

The Save the Earth campaign carries an energetic, almost heroic tone to appeal to the young and ambitious target audience. The messaging will consist of the "Save the Earth" slogan, followed by a reminder to the consumer to recycle the bottle after use. The messages will be delivered through an immersive personal experience using augmented reality technology, to grasp the attention of the target and motivate them to act.

Communication Channels

In 2020, social networking apps were used by 74.1% of the Japanese population, and Twitter was by far the most prominent social media, used by 55% of the population. (Ministry of Internal Affairs and Communications Japan, 2021) In fact, during the Covid-19 pandemic, Twitter use increased amongst Japanese users by 23%. (Chow, L. L., 2022) Though the main vehicle of the "Save the Earth" message will come through the AR experience attached to the product itself, which is accessible using a standard

iPhone camera, the primary communication channel will be Twitter, and the secondary channel will be word of mouth. Japan is oratory culture that uses rhetoric and high-text communication, (Alaimo, 2021) so the campaign will aim to generate earned media amongst individuals and their networks by delivering a personal experience promoting a social cause.

Scheduling/Content Calendar



Measurement

Measurement will take place at the beginning and end of the campaign, as well as real-time tracking of all objectives. The first objective, reduce plastic used in packaging for the Coca Cola soft drink by 10% from June 2022 to August 2022, will be measured by the total number of labelless bottles produced in all Coca Cola bottling factories across Japan in the given timeframe. By comparing the number of labelless bottles to the total bottles manufactured in the same timeframe, and factoring in the total amount of plastic used, we can evaluate the total plastic reduced in packing from June 2022 to August 2022.

The second objective, have 10,000 QR code scans from June 2022 to August 2022, will be measured through the platform hosting the augmented reality experience and will track how many times the experience is engaged with over the three-month span. This will indicate how many consumers scanned the QR code on the bottle and engaged with the campaign. This will also be measured through website traffic and analytics, as the nutrition facts in the AR experience link directly to Coca Cola's website.

The third objective, increase earned media on twitter by 20% from June 2022 to August 2022, will be measured through number of shares on twitter posts, number of #SaveTheEarth hashtags used, and number of Coca Cola mentions. We will also utilize social media listening tools to conduct a sentiment analysis of The Coca Cola Company in Japan amongst the target audience.

Creative Materials

Coca Cola Save the Earth augmented reality bottle and campaign launch tweet:



In our efforts to create a world without waste, we are introducing the new labelless Coca Cola #SaveTheEarth bottles. We need your help to #SaveTheEarth and reduce Japan's plastic footprint! (Scan the QR code for a special surprise!)



12:00 PM · Jun 1, 2022

3K Retweets 1K Quote Tweets 27K Likes



Appendices

(1) Cultural Analysis of Japan using Hofstede Insights

- **Power Distance (Scored 54):** Borderline hierarchical society, but not as much as other Asian countries. Decision-making process must go through all hierarchical levels, but no one top person has final say. Also meritocratic, meaning “everyone” (aka men) are born equal and can become anything if they work hard enough. It is an interesting hybrid of collectivist culture, individual pursuit, and democratic infrastructure.
- **Individualism (Scored 46):** Traditionally is seen as collectivist society by Western standards, but compared to eastern standards and other Asian countries, is viewed as individualistic. This is due to the lack of an extended family system, which is the basis in China, Korea, etc. As a result, people’s loyalty to their companies is extremely high. Japanese collectivism is experienced after the individual decides to join a group, whereas traditional collectivism society members are born in.
- **Masculinity (95):** One of the most masculine societies in the world, however, does not embody traditional assertive and competitive individual behaviors. Instead, they have severe competition between groups. In the corporate world, employees are motivated by fighting for a team to beat competitors. Drive for excellence, perfectionism, and workaholism.
- **Uncertainty Avoidance (92):** One of the most uncertainty avoidance countries on earth, due to the constant occurrence of natural disasters. They prepare intensely to identify risk factors, and change can be difficult because of this. On the other hand, life is highly ritualized and there are a ton of ceremonies, many of which are conducted the same exact way across different regions of the country.
- **Long-Term Orientation (88):** One of the most long-term oriented countries, people in Japan view their life as a short moment in the larger history of mankind. In corporate, you see high rates of investment and concern for steady growth and durability rather than quarterly returns. Companies serve stakeholders and society at large for generations to come.
- **Indulgence (42):** Japan, with a low score of 42, is shown to have a culture of Restraint. In contrast to Indulgent societies, Restrained societies do not put much emphasis on leisure time and control the gratification of their desires. People with this orientation have the perception that their actions are Restrained by social norms and feel that indulging themselves is somewhat wrong.

Sources

1. Alaimo, K. (2021). *Pitch, tweet, or engage on the street: How to practice global public relations and strategic communication*. Routledge.
2. Australian Trade and Investment Commission. (2019). *Virtual and augmented reality to Japan*. Austrade. Retrieved May 3, 2022, from <https://www.austrade.gov.au/australian/export/export-markets/countries-and-economies/japan/industries/virtual-and-augmented-reality-to-japan>
3. Chow, L. L. (2022). *Four emerging needs of Japanese consumers and how brands can meet them: WARC*. WARC An Ascential Company. Retrieved May 3, 2022, from <https://cdn.warc.com/content/article/event-reports/four-emerging-needs-of-japanese-consumers-and-how-brands-can-meet-them/133047>
4. Coca Cola Bottlers Japan Inc. (2019). *Coca-Cola system material issues- creating Shared Value- Coca-Cola Bottlers Japan Inc*. Coca-Cola Bottlers Japan Inc. Retrieved May 1, 2022, from <https://en.ccbji.co.jp/csv/materiality/>
5. The Coca Cola Company. (2022). *Purpose & Company Vision*. The Coca-Cola Company. Retrieved May 1, 2022, from <https://www.coca-colacompany.com/company/purpose-and-vision>
6. Francis, M. (2020, August 11). *Sustainability in Japan: How Japanese brands are promoting 'plastic free' lifestyles*. Tokyo-esque. Retrieved May 3, 2022, from <https://tokyoesque.com/sustainability-in-japan/>
7. Funazaki, Y. (2019, July 3). *エコしてラクに。アサヒ飲料・ラベルレスボトルの誕生秘話*. ハフポスト. Retrieved May 3, 2022, from https://www.huffingtonpost.jp/entry/asahi-labelless-plastic_jp_5d130b10e4b0a394186aba7d
8. Hofstede Insights. (2021, June 21). *Country Comparison: Japan*. Hofstede Insights. Retrieved April 2, 2022, from <https://www.hofstede-insights.com/country-comparison/japan/>
9. Ministry of Internal Affairs and Communications (Japan). (June 18, 2021). *Smartphone Market in Japan- Statistics and Facts*. In *Statista*. Retrieved May 04, 2022, from <https://www-statista-com.eu1.proxy.openathens.net/topics/4594/smartphones-in-japan/-dossierKeyfigures>
10. Statistics Bureau Japan. (November 22, 2021). *Population of Japan from 2001 to 2020, by gender (in millions) [Graph]*. In *Statista*. Retrieved May 04, 2022, from <https://www.statista.com/statistics/612246/japan-population-breakdown-total-gender>
11. Stiftung, B. (2021). *SGI 2020: Japan: Environmental policies*. SGI 2020 | Japan | Environmental Policies. Retrieved May 3, 2022, from https://www.sgi-network.org/2020/Japan/Environmental_Policies

12. TesTee Lab. (May 28, 2019). Awareness of virtual and augmented reality (VR/AR) among young people in Japan as of March 2019, by age group [Graph]. In *Statista*. Retrieved May 04, 2022, from <https://www.statista.com/statistics/1088960/japan-awareness-virtual-augmented-reality-young-people-by-age-group/>
13. TesTee Lab. (May 28, 2019). Interest in experiencing augmented reality (AR) among young people in Japan as of March 2019, by age group [Graph]. In *Statista*. Retrieved May 04, 2022, from <https://www.statista.com/statistics/1089081/japan-intention-experiencing-augmented-reality-young-people-by-age-group/>
14. TesTee Lab. (May 28, 2019). Types of content young people want to experience using virtual reality (VR) in Japan as of March 2019, by age group [Graph]. In *Statista*. Retrieved May 04, 2022, from <https://www.statista.com/statistics/1089084/japan-content-young-people-want-to-experience-using-virtual-reality-by-age-group/>
15. World Business Council for Sustainable Development. (2018). *Corporate and sustainability reporting trends in Japan*. World Business Council for Sustainable Development. Retrieved May 1, 2022, from https://docs.wbcsd.org/2019/02/Corporate_and_sustainability_reporting_trends_in_Japan.pdf
16. Zenbird. (2021, June 21). *Sustainability in Japan: Sustainability from Japan*. Zenbird. Retrieved May 1, 2022, from <https://zenbird.media/sustainability-in-japan/#:~:text=Why%20Japanese%20corporations%20need%20to%20be%20sustainable%3F%20Corporate,system%20is%20inevitable%20to%20continue%20the%20sustainable%20business>