



Group 4

お茶の魂



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1. Introduction

-Product



-The purpose of taking the cm

To introduce and promote Hosei Cha to students as the perfect drink for staying energized, focused, and relaxed during their academic journey.

2. Key ideas and messages

Core message

Aligns with our team name- お茶の魂、 we emphasize the deeper connection between tea and people. Hosei Cha is more than just a drink—It's an experience that hydrates your body and spirit and accompanies you throughout your whole day.

Inspiration

お〜いお茶 濃い茶 「冴えわたれ、私」篇 | 伊藤園

Thoughts behind the scenes

We took several common backgrounds to show how Hosei cha accompanies a student day and provides refreshment, energy, and relaxation at every moment.



3. Target Customer

Hosei students, Professor

Customer needs/Things we provide

1. Social Gathering and Sharing
2. On-the-Go Convenience
3. Community Building
4. Study and Relaxation
5. Interactive and Fun Marketing

Visual Elements:

- Hosei Campus
- Rich color of tea in sunlight
- Friendship, Study, Work, Community and Connection
- Sport and activity
- Leadership and education

-> **Productive healthy, positive Lifestyle**

HOSEI O-CHA is Part of it





4. Promotion strategy





STUDENT CENTER

Hosei university



BUY **3** GET



えこぴよん STAMP CARD



BUY THREE BOTTLE OF HOSEI TEA FOR A FREE えこぴよん



Additional idea:



hosei_university **Folgen** Nachricht senden ...

705 Beiträge 14.000 Follower 0 Gefolgt

法政大学 Hosei University
Bildung
法政大学広報課が運用する大学公式アカウントです (The official Instagram account of Hosei University.) ... mehr
@ www.hosei.ac.jp

aicha_304, ba1sam_a + 15 weitere Personen sind Follower

hosei_esop_tokyo **Folgen** ...

239 Beiträge 667 Follower 2 Gefolgt

Hosei University Promotion Project
Sharing campus life at Hosei
@ www.global.hosei.ac.jp/en

aicha_304, tiara_pur + 17 weitere Personen sind Follower

hosei.caravan **Folgen** Nachricht senden ...

64 Beiträge 305 Follower 267 Gefolgt

法政大学 キャラバン部
法政大学公認のアウトドアサークルです。
日本全国を歩いて旅する長期合宿、登山合宿をメインに活動しています 🌿 ▲
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hosei.caravan@gmail.com
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zonghengv ist Follower

2024夏合宿 2024春合宿 ▲2023 10月 2023夏合宿 2023 春合宿 2022 山合宿 2022 夏合宿

BEITRÄGE REELS MARKIERT

Nachricht senden ...

6.724 Gefolgt

ANGOUT im-Friendly Cafe

お役立ち情報



Instagram

- Startseite
- Suche
- Entdecken
- Reels
- Nachrichten
- Benachrichtigung
- Erstellen
- Profil
- Mehr

hosei.caravan **Folgen** 大山山頂(Mt.Ooyama peak)

hosei.caravan 新歓大山登山 🏔️
4/28 (日) に大山に登りました!
参加してくださった皆さん、ありがとうございました

残りの新歓イベントは2つです
5/12 (日) BBQ 🍖
5/25 (土), 26 (日) 新歓合宿 🏕️
新歓活動の詳細は新歓LINEグループで連絡します!
まだグループに入っていない方で、新歓活動に参加したい方はDMください!!

Bearbeitet · 37 Wo. · Übersetzung anzeigen

Gefällt 21 Mal
28. April 2024

Kommentieren ...



- Buy 3, get 1 えこぴょん
- The student center (Global Education Center)
- Instagram Post for more information
- Raising awareness of tea among students and teachers (through discussions and curiosity)
- Instagram's biggest promotion and social platform.
- Take advantage of Hosei having many student clubs and Instagram pages



5. Expected Impact

Enhancing Student Well-being

- Supports hydration, energy, and relaxation
- Reduces stress during busy academic days
- Encourages a healthy, balanced lifestyle

Strengthening Campus Community

- Promotes connection through shared tea moments
- Blends tradition with modern student life
- Builds a stronger Hosei campus identity

Boosting Brand Engagement

- Expands awareness via Instagram and student clubs
- Increases loyalty with incentives like “Buy 3, Get 1.”
- Drives interaction through creative marketing

Encouraging Sustainability and Tradition

- Highlights eco-friendly packaging and practices
- Preserves and celebrates Japanese tea culture
- Inspires advocacy beyond the campus



Sources

Music: "Funny music for video vlog. Dramatic orchestral hip hop. Old Manhattan" White_Records
<https://pixabay.com/music/beats-funny-music-for-video-vlog-dramatic-orchestral-hip-hop-old-manhattan-154213/>

Thank you :)