

Stop 3.11 Great East Japan Earthquake from being forgotten: Foreigners also contributed sharing the Japanese animation video (YouTube)

Not only Japanese people, but also overseas viewers contributed to share with the world about the Japanese animation video (YouTube) themed the weathering issue of the Great East Japan Earthquake. The video achieved over 500,000 PVs, and over 80% of which was played outside Japan.

On February 23, 2015, the YouTube video titled "Kizuna- In eternal remembrance of March 11, 2011-"

<https://www.youtube.com/watch?v=2j0wabUi6P0>

themed about stopping the 3.11 Great East Japan Earthquake from being forgotten has achieved over 500,000 PVs by people in and outside of Japan and received quite a few heart-warming comments. Over 80 percent of the PVs were shared at overseas. The memory back in those days are about to fade away from Japanese people, but the overseas' viewers compassion and empathy for the remembrance shed light in our heart with rejoice (we created this image as a voluntary activity).

We created this image as a voluntary activity to remind people of Japan and the world of Great Japan Earthquake of March 11, 2011. Hopefully it will serve as a friendly reminder to recall the disaster around March 11 every year so it won't be forgotten. The strength of the video image is its visual message instead of verbal communication, which allows anybody in the world can understand the content. Its positive outcome is proved with the 500,000 PVs, 80% of which has been played and shared at overseas. Another feature of this work is focus on the issue of "weathering" about the earthquake/ nuclear power station instead of appealing their misery, which makes itself market competitive.

As an image planning and production company, we ended up offering this video image for the matter of the earthquake. It is a voluntary activity, so it does not matter to us if our company name Dream Chaser appears or not as long as the video PVs stretches out. The possible and positive product impact to consumers and the society we anticipate is keep remembering of

those existing victims. We are also aware of the overseas interest in Japan with their compassion and empathy.

As our future plans, we will strive to prevent the disaster from being forgotten, by stretching the video PV and positioning it as an annual reminder for people in and outside of Japan. We hope this press release contributes for such outcomes, too.

■ Attachments

http://www.value-press.com/uploads/overseas/36087_wdVZnTQIdI.jpg

http://www.value-press.com/uploads/overseas/36087_lqzKDbkEVF.jpg

http://www.value-press.com/uploads/overseas/36087_hCCmALmANU.jpg

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