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adidas Japan kicks-off World Cup
fever with viral animated comic from TBWA\HAKUHODO

adidas Japan has kicked off its latest phase of World Cup activities with an animated comic featuring national hero, Nakamura Shunsuke. The digital piece, created by TBWA\HAKUHODO, is the first in a series describing the journey of the Japan team through to the World Cup and will help create the spark that will start a revolution with Japanese fans as they cheer on the National Team.

"This digital motion comic is part of a global campaign but executed in a way that we believe will connect strongly with Japanese consumers and fans. Not just the exciting creative itself but also the viral way in which the message will get out there," said Dave Thomas, Vice President, Sports Performance adidas Japan.

At the center of the story is the design inspiration for the Japan National Team jersey, which features a feather pattern from the mythical creature called Yatagarasu (a three-legged crow). The Yatagarasu empowers the players and is the symbol for the country to rally behind to the World Cup. The first part of the initiative was a limited edition paper-based comic book that was distributed to supporters at adidas shops and stadiums. The creatives saw an opportunity to bring the story to life and reach a much broader audience.

"The story of the individual player's skills, the journey to World Cup, and the adidas brand are all about excitement, energy, authenticity and passion. We could see the idea literally wanting to jump of the page," said Kazoo Sato, Senior Creative Director at TBWA\HAKUHODO. "The digital animation was just a cool way of telling these stories."

Two more animations will be developed around Atsuto Uchida and Takayuki Morimoto and launched in April and May to continue the momentum.

The overall campaign demonstrates why adidas is the leader in football globally and in Japan, added Thomas. As well as being the official FIFA partner, the Official Partner and Sponsor of the World Cup event, and the supplier of the official match ball of the FIFA World Cup, adidas will offer players customizable options which will enable them to personalise their uniforms to be the most suitable for the match conditions as well as their individual needs to help them play better. "We are proud to support the Japan team on their journey and inspire the whole nation to get behind the players and spur them on to victory," said Thomas.

【Materials 1】

adidas Japan
The Feather Leads to the Revolution
Shunsuke Nakamura version



① Remember...



② The road to become the world's Top 4 is interminably harsh.



③ I bestow you with technique



④ EVERY TEAM NEEDS THE FANTASISTA
The technique that leads Japan to revolution



⑤ Raise the revolution.
Impossible Is Nothing.

↓ You can see this motion picture.
<http://www.tbwahakuhodo.co.jp/>

【Materials 2】

Credit

CD+PL: Kazoo Sato
PI+C: Hideyuki Tanaka, Masaharu Kumagai
AD: Hirofumi Nakajima, Haruhito Nisawadaira
Account: Taro Sato
Director: Daichi Yasuda (VUNO)
Illustration: TERU (mashcomix)
Producer: Kentaro Kinoshita
PM: Hideki Harada
Music: Reiji Kitazato (error music)
Narration: Kotaro Asa (Osawa Jimusho)
Production Company: MONSTER ULTRA INC.

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