Creative Belief

-I’ve lived in Tokyo for couple of years, and this city has numerous amount of tourist visiting each year while they might not know much idea of what this city can offer. It is more picture based to show how visually attractive Tokyo and each area is.

-Target is obviously the incoming tourists to Tokyo and those who are thinking about visiting here. We want these people to plan well in their trip in Tokyo. And for those people who are thinking, but not going yet, I hope these beautiful pictures are good enough for them to actually consider visiting here.

-There are a lot of tourists visiting regardless, but a lot of them don’t have a clear plan of where and what they are going to do. I want them to fully experience what they are interested in. And that is why I am using the hashtag and pictures to give them an idea of what they can find in such areas.

-It needs more pages and connections to other websites. It also is a good idea to establish a SNS account or some kind of connection to other SNS such as Instagram and Facebook. I think it would be better if the page is more organized in terms of image positions and grids. It also is a good idea to place YouTube video of people visiting each areas so people could get an idea of what they can do. Picture is a good idea to get attentions, but videos are better to feel the experiences.

-I’m assuming the client is the government of Tokyo. Strength of this website compared to other tourists website is the visual attractiveness that catches visitors attention. I guess weak point for now is that we only have four areas to introduce while there are a lot more things to feature.

-I guess my message is that Tokyo has more different things to offer. Each area has different vibe and history, and I want tourists to understand such differences before they came to Tokyo so they can coordinate their schedule in their needs.

Online Marketing

-It would be a good idea to collaborate with Youtuber or Instagram celebrity to have more visitors to our website and have more people interested in visiting Tokyo. Promotion on Facebook would be a huge help as well since a lot of users see the banners of Facebook.

Example Website: <https://www.japan-guide.com/e/e2164.html>

<https://www.gotokyo.org/en/see-and-do/>

<https://www.gotokyo.org/en/index.html>

<https://www.lonelyplanet.com/japan/tokyo>

<https://www.huffpost.com/entry/japanese-pick-tokyos-best_n_7594140>