AN IMMERSIVE EXPERIENCE

To promote tourism in the city, TCVB tasked BBC StoryWorks to build intrigue around its fashionable metropolis and inspire visitors to truly experience Japanese culture. The primary goal was for people to see, feel and, ultimately, “know” Tokyo like a local.

Style with substance

A “My Tokyo” inspired bespoke content hub featured stories from the people of Tokyo’s everyday lives. Adopting a journalistic storytelling approach and featuring candid imagery from leading photographer, Masaya, the experiences of Tokyo’s inhabitants were brought to vivid life.

Both sides of the city

Two articles covered the traditional and modern aspects of Japanese living and imagery from more than 30 locations was showcased in a bespoke masonry grid-style web build. TCVB requested an extension of the campaign, which explored new experiences to enjoy in Tokyo.

CREATING THE RIGHT IMPRESSION

Positivity towards Tokyo experienced an uplift of 167% among BBC consumers and the likelihood of recommending Tokyo increased by 205%.

The interactive digital experience received almost 200k page views, and there were an additional 3.2M impressions on Facebook and Twitter, with many more for the campaign extension.

Click to discover more and view the work