Modern Marketing: Growing Kyoto Journal's Revenue and Subscription Base

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Modern Marketing:
Growing Kyoto Journal’s Revenue and Subscription Base

An Interactive Qualifying Project Report submitted to the Faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science by

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Project Sponsor, Kyoto Journal

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Abstract

Our project sponsor was the *Kyoto Journal* (KJ), a volunteer driven, award-winning publication based in Kyoto, Japan. The goal of this project was to increase consumer awareness, subscription count, and sales of the KJ by proposing new networking opportunities with local, national, and international influence. Through extensive literature review, interviews, on site research, and data organization, we developed a customizable platform for the KJ to manage and expand its networking database. We conclude this report with strategic recommendations to the KJ with immediate and long term benefits.
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Masao Sugiyama, *Member - Board of Directors*
Codi Hauka, *Communications Specialist*
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Best,
Audrey & Sarah
## Authorship

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Executive Summary

Kyoto, Japan, is hailed as a center of Japanese customs and heritage. For over a thousand years it has served as a hub of politics, art, language, and trade. Its rich and deep history cements itself as an influential symbol of Asian culture across the globe.

This unique city inspired our sponsor, John Einarsen, to create The Kyoto Journal (KJ) in 1987. His mission is to showcase Asian culture on an international stage through exceptional journalism and stunning design. The KJ’s work focuses on celebrating cultural topics in conjunction with the evolution of culture across time and space. The KJ has succeeded in becoming the longest established independent English publication in Japan.

With a small volunteer workforce, the KJ faces several challenges with expanding their visibility in Japan and abroad. Human resources are limited in terms of how much time they can invest in new marketing strategies. Therefore, it seeks assistance in increasing its influence within tourist and domestic expatriate communities. With this in mind, John Einarsen requested that our team look into this issue and implement our own methodology to address it.

Project Goal & Objectives

The goal of this project was to increase consumer awareness, subscription count, and sales of the KJ by proposing new networking opportunities with local, national, and international influence. Our team created four objectives that were designed to satisfy our overall project goal.

1.) Define and research key principles and strategies of marketing.
2.) Identify current marketing strategies of the Kyoto Journal.
3.) Identify and analyze potential target audiences and distributors.
4.) Recommend new strategies to support the Kyoto Journal brand.

These steps would help us build the groundwork to assist the KJ in their marketing strategies and business partnerships.

Progress Throughout Methodology

Our first objective, Define and research key principles and strategies of marketing, involved conducting extensive literature review studying the four principles (Ps) of marketing: product, place, price, and promotion. This objective focused on laying the groundwork for future success in creating a marketing deliverable for the KJ. Thoroughly understanding marketing was essential to analyzing the KJ’s current situation. The team defined each of the four Ps and applied these principles to the KJ’s marketing plan.

Our second objective, Identify current marketing strategies of the Kyoto Journal, led our group to conduct several one-on-one interviews with current members of staff, in addition to collecting information on the KJ’s past and present business collaborations. Interviewing the founding editor, managing editor, and editorial assistant provided crucial insight into the inner working of the KJ. We asked the interviewees to reflect on where the KJ has already presented itself. Once they had finished reporting their experiences, our team collected as many past collaborators’
names as possible. These collected names of businesses and partners were then used to understand what types of companies were a typical match for the KJ.

The next phase of our project required us to identify and analyze potential target audiences and distributors. To do this, our team spoke with the founding editor, John Einarsen, and requested he prioritize which members of the public he wished to cater to. He reported that expatriates and tourists in Japan were the highest priority target audiences for this project. Expatriates were then defined as people who travel to foreign countries and choose to live there semi-permanently or permanently. Tourists were defined as visitors who travel to Japan and leave within six months of their arrival. After this information was collected, our team focused on locating distributors or businesses that also target these audiences.

Reflections on Challenges within Methodology

Based on our time spent with the KJ executive staff, our team has made several observations about challenges regarding collecting information on the KJ’s marketing model. These challenges impact the overall workflow of the KJ, and therefore the readership base at large. The two largest challenges our team faced throughout implementing our methodology were collecting thorough data on past collaborations and finding a stable platform for collaboration on future projects. We found that while each member of staff came with an incredible set of pre-existing contacts, there was not any document or place where that information was safely archived. We discovered that during staff meetings, there was not any structure in place that organized their brainstorming sessions into categorized content.

To find a solution to these problems, we began to develop our final deliverables. These would then serve as the foundation for our fourth and final objective.

Developing Effective Deliverables

The final phase of our project was to recommend new strategies to support the Kyoto Journal brand. This involved collecting all the research and information we had gathered thus far, and organizing it into three separate deliverables:

- **A contact portfolio.** This streamlined data spreadsheet presented organized and fully developed business contacts that would potentially help the KJ expand their visibility to new subscribers. This was organized based on four categories: accommodations, influencers, craftspeople, and subscription boxes. A ranking system was never established to classify one contact as more beneficial than another; however, contacts that affect upcoming issues may take greater precedence.

- **A visual guide.** This allowed our team to share essential visual information that the spreadsheet could not accurately report. These first two deliverables presented information on the same contacts, but in drastically different formats. This ensures the information is presented in a well-rounded way that improves analysis and caters to any members of the KJ staff that have different preferred ways to interpret information.

- **Internal network survey template.** This is a tool for the KJ to organize their pre-existing contacts in a database. This form would be sent to each KJ member, allowing them to submit their individual contacts that could then be shared with the rest of their team. This encourages greater internal communication of personal contacts within the executive staff.
Final Recommendations

Based on our findings throughout our work with the KJ, we have compiled this list of seven different recommendations. They follow our perceived order of priority. Our team believes that these recommendations could serve as the foundation for future IQP projects with the KJ in future years.

*We recommend that the KJ use the Internal Network deliverable to organize the pre-existing contacts the KJ possesses to promote organization for future events and journal issues.* Without a stable system of organization, it is exceedingly difficult to catalog new information. If someone on the staff stops working for the KJ or isn’t able to verbally communicate with the rest of the group, there is a gap in the flow of communication. For our final deliverable, which is a Google Form, we provided a basic template. We suggest a future IQP could focus on further developing and populating this information database.

*We recommend that the KJ continue efforts to digitize previous issues in order to sell subscriptions to academic library databases.* The team recommends using an Optical Character Recognition (OCR) program, such as Adobe Acrobat, in order to properly generate digitally searchable PDFs. By doing this, the KJ staff is protecting their work in earlier issues from being lost, while creating a new opportunity to generate revenue from different subscribers. For example, this would allow libraries from academic institutions to subscribe to the KJ as a complete online publication. A future IQP could focus on the market among academic library databases and locate potential market targets.

*We recommend that the KJ conduct an official market segmentation study of their current readership to gain insight and concrete data on what the KJ already infers about their readers.* Market segmentation categorizes the priorities and needs of customers based on the similarities in consumer needs, preferences, and characteristics (Walters, Bekker, 2017). The KJ has never conducted an official audience segmentation study of their reader base; therefore, identifying new subscribers will be difficult. This study would provide insight into which groups of people have the greatest potential to subscribe to the KJ. Specifically, we recommend implementing “Buzzfeed” style quizzes for this study, which are relatively informal quizzes that provide interesting results and instant gratification to the user. These quizzes would hold a higher participation rate than an ordinary survey due to the immediate feedback.

*We recommend connecting with online influencers in order to advertise the KJ to a very wide and dedicated audience.* Increasing visibility is a crucial step for the KJ before it can bolster its subscription base. In addition, online influencers are something the executive editors at the KJ have expressed a deep interest in. Our team researched potential influencers that would be valuable assets, but did not have time to pursue or contact them. Future IQP groups could focus on: establishing overall brand goals for the campaign, researching different influencer niches and exploring influencer tiers, engaging with influencers via social channels, contacting influencers to pitch a campaign, and partnering with an influencer marketing agency to leverage their expertise.
We recommend expanding KJ’s presence in India for increased visibility and audience potential. The KJ plans a possible future issue that would focus on Indian traditions, which could pair with a marketing plan on how to broach the Indian market. The team would recommend that if the KJ wanted to build a successful base in India, that they launch their presence within the wealthiest cities: Delhi National Capital Region, Mumbai-Pune, Chennai, Hyderabad, Kolkata, and Bengaluru (Kundu, Bhattacharya, 2018). These cities, consequently, are the most well-read in the country and buy the most physical copies of books, journals, and magazines (ET Bureau, 2015). Future IQP groups could focus on further researching these cities and finding retail opportunities in those areas.

We recommend that the KJ conduct a series of focus groups with current readers as it would increase insight on what subscribers enjoy in the journals. A focus group is an open discussion between 1-5 people focused on a specific topic, and can be very formal or informal depending on the moderator. If the KJ could find subscribers to interview together, it would lead to productive data collection and insight into what other readers are looking for in a magazine.
INTRODUCTION

Chapter 1
Chapter 1: Introduction

Marketing is the study of relationships between businesses and customers. In order to be successful, a business must have a well thought out marketing plan. This includes a fully defined product, target audience, price, and stable promotional strategy. Without a feasible marketing plan, there will be no audience, and in turn, there will be no business. The lack of a comprehensive marketing plan is a challenge faced by the Kyoto Journal (KJ).

Kyoto, Japan is hailed as an important center of Japanese customs and heritage. Its rich and deep history cements itself as an influential symbol of Asian culture across the globe. This historic city inspired our sponsor, John Einarsen, to launch The KJ in 1987. The KJ’s work focuses on celebrating cultural topics in conjunction with the evolution of culture across time and space. The KJ has succeeded in becoming the longest established independent English publication in Japan.

With sixteen volunteer staff members, the KJ faces several challenges with expanding its visibility in Japan and abroad. The KJ wanted to elevate its brand among several target audiences, hoping to increase reader subscriptions as a result. However, human resources are limited in terms of how much time they can invest in new marketing strategies. Therefore, the staff actively seeks assistance to increase the publication’s influence within tourist and domestic expatriate communities. With this in mind, John Einarsen requested that our team research this issue and implement our own methodology to address it.

To address the KJ’s issues of limited time resources, and a need to expand their marketing model, our team researched what had previously been done. Our team discovered that no prior work has been done to study the KJ’s growing subscription base. The KJ has partnered with a variety of businesses across several different fields. KJ executives expressed a keen interest in developing more relationships within Japan and abroad. Contacts with international influence take precedence as the KJ also seeks to expand their own global reputation.

While the KJ has developed connections in art and business communities, the contacts were unorganized and unmanaged in a central, comprehensive way. The risk of potential opportunities not being archived, maintained, or continued was significant. Before expanding its network of connections, KJ first needed an easy, centralized process to maintain business relations.

This project aims to increase consumer awareness, subscription count, and sales of the KJ by proposing new networking opportunities with local, national, and international influence. Our team created four objectives that were designed to satisfy this project goal. Our objectives were as follows:

1. Define and research key principles and strategies of marketing.
2. Identify current marketing strategies of the KJ.
3. Identify and analyze potential target audiences and distributors.
4. Recommend new strategies to support the KJ brand.
Overall, we gained a better understanding of the challenges the KJ faces with their continued goal of promoting a print magazine. Our project proposed new marketing strategies to the KJ to help them expand their reach of their publication in Japanese and international consumer markets.
BACKGROUND

Chapter 2
Chapter 2: Background

This chapter begins by providing an overview of the KJ and its sphere of influence as an internationally known print publication. The following sections systematically dissect the broad concepts of marketing into four parts: product, place, price and promotion. We conclude by cross examining these four parts against the KJ’s current marketing model.

2.1 Mission and Distribution of the Kyoto Journal

Since its creation in 1987, the KJ has published ninety three issues exploring a wide range of cultural topics including: poetry, cuisine, dance, religion, politics, fashion, history, and politics (Media Kit 2019). The KJ’s team continues to elevate Asian culture on an ever expanding international stage. Sixteen staff members, excluding contributors, represent a variety of different artistic backgrounds and skill sets. Each team member is a volunteer, offering their services in conjunction with their independent careers. Currently, the journal publishes three issues annually. They have been celebrated for their work with international independent press awards, including the Utne Reader and Pushcart Prize. In addition, John Einarsen received the Japanese government’s Cultural Affairs Agency Award for his efforts to bring Asian culture to international audiences. As seen in Figure 1, KJ creatively depicts a variety of cultural topics on each cover.

![Figure 1: Covers of Kyoto Journal Issues: 91, 90, and 89. Retrieved from kyotojournal.org](kyotojournal.org)

2.1.1 Distribution & Readership

Subscribers to the KJ are actively introduced to new content through traditional retail sales, active social media platforms, and an attractive website. The KJ pairs with retail stores across Asia, North America, Europe, and Australia. Detailed partner information can be found in Appendix D. As of early 2019, the KJ has four thousand readers purchasing their journal (Media Kit, 2019).

American, Australian, and British subscribers make up the majority of the KJ’s readership. Therefore, social media is a critical tool used to communicate with overseas readers. KJ’s active
social media platforms on Twitter, Facebook, and Instagram retain subscriber engagement with KJ news and promotions. In addition, the KJ’s informative website continuously posts updates to a free online newsletter. The newsletter advertises issue release dates and stimulates interest by posting a variety of culture articles (Kyoto Journal, 2019).

2.2 The Four Pillars of Marketing
Implementing an effective marketing plan takes a considerable amount of time. It requires a strong understanding of marketing and the power behind product branding. A strategic marketing plan ensures the product is attracting the intended demographic. Experts define strategic marketing as a method of “structuring your products and services in such a way that they satisfy the specific needs of the customers you have identified.” (Tracy, 2014). Each action taken by the marketing team should aim to please or benefit the customer. In order to make a marketing plan, there are specific principles a business must understand.

In order to establish a feasible marketing plan, a business must understand the four key principles or marketing: product, place, price, and promotion (Beckham, 2000). Product focuses on defining what the product embodies at its most fundamental levels. Place refers to the target audience chosen for that product. Price corresponds to the predetermined costs of each product. Finally, promotion concentrates on the methods chosen to advertise or introduce a product to diverse consumer markets. Examining the fundamental four pillars will better prepare the KJ for making a larger impact with their product.

2.2.1 Defining PRODUCT
Product is the first pillar of marketing, which refers to the process of defining the product or service that company plans to promote. This requires a deep understanding of the fundamental characteristics for each product. This process is referred to as a “product definition.” A fully developed product definition should include several key points like the product name, intended purpose, and user benefits (Markham, 2004).

2.2.2 Defining PLACE
Place focuses on identifying and analyzing the socioeconomic location of each product within consumer markets, and the people it directly affects. Supply, demand, competition, and government intervention are additional factors that are integral in the market targeting process (Burnett, 2007). There are several categories of consumer markets companies can target. Engaging with international, national, and regional markets each require different approaches.

2.2.3 Defining PRICE
Pricing focuses on defining the predetermined price of a product. In order to determine a functional price, the business must understand its target audience. This includes the buyer’s needs, but also includes the needs of the company. If the price is low it might please the customer, but will not be financially feasible for the company to sustain (Burnett, 2007).

2.2.4 Defining PROMOTION
Promotion centers around the act of implementing marketing strategies. First, the company must set a realistic goal with the budget and resources available. After initial introduction, the company monitors the performance of each marketing strategy and continues revising them until reaching optimal performance (Morgan et al., 2018). There are numerous methods and strategies about marketing products to external audiences. These include, but are not limited to: content marketing, social media engagement, influencer marketing, email marketing, public relations, and direct mail.

More than 85 percent of companies promote brands through content marketing. Content marketing is defined as the creation and sharing of online media (Steimle, 2014). Companies that promote their products with content marketing boost brand loyalty more than competitors that do not (Gobe, 2001). This builds lasting relationships between the customer and company (Smitko, 2012). Coca-Cola’s “Share a Coke” campaign is an excellent example of content marketing. This campaign took the most popular names from different regions and printed them on the side labels of Coca-Cola bottles. This personalization increased customer engagement and initiated an emotional connection with customers when they saw their name on the product.

2.3 Marketing in the Context of the Kyoto Journal
This section will now cross-reference the aforementioned four Ps - product, price, place, and promotion - against the KJ’s current marketing model.

2.3.1 PRODUCT: Defining Product within the Kyoto Journal
The KJ identifies itself as a “community that transcends place, while respecting and celebrating regional and local identity” (About Us, 2019). Their goal is to honor Asian cultural heritage on an easily accessible international stage for the English speaking world. The KJ’s articles and photography spreads within each issue are consistently clean cut and sophisticated. Rich images are balanced by whitespace to create a dramatic silhouette on every page.

2.3.2 PLACE: Identifying Kyoto Journal’s Target Audiences
The KJ aims to find creative and practical ways to elevate their profile among two essential key populations: foreign expatriates and international tourists. This section examines the target audiences of interest to the KJ.

Expatriates are people who temporarily or permanently live abroad from their home country. Japanese expatriates are often highly-educated, speak English, and have a deep connection to Japan that could lead them to subscribe to the KJ (InterNations, n.d.). As an American who works as a professor at a Japanese university, John Einarsen is an excellent example of the type of reader that the KJ wants to build a connection with.

As of 2015, there were over 2.3 million long term or permanent foreign expatriates living in Japan (Murai, 2016). That shows a five percent increase from the previous 2.1 million expatriates living in Japan at the end of 2014. Additionally, the number of English-speaking Americans living in Japan increases every year (Statistics Bureau Japan, n.d.). Even though this data only includes Americans, it does show that the expat population continues to grow. The
Statistics Bureau of Japan reports that in 2017, there were approximately 68,561 residents from North America living in Japan. More information on American expats can be found in Figure 2.

**United States Expats in Japan: 2011-2018**

![United States Expats in Japan: 2011-2018](image)

*Figure 2: The number of residents from the United States living in Japan from 2000 to 2017 (Statistics Bureau Japan, n.d.)*

The second group, international tourists, are the most diverse group of potential readers that the KJ wants to engage. Tourism in Japan has skyrocketed in the last 10 years and is expected to grow significantly by the 2020 Tokyo Olympics. Figure 3 demonstrates this trend. An estimated forty million people are expected to visit Japan, surpassing the previous record of twenty eight million tourists in one calendar year (The Japan Times, 2018). The growing crowds of tourists hold great interest in traveling to Japan – providing ample opportunity to market the KJ as a souvenir or gift.
Figure 3: Number of international visitors to Japan from 2009 to 2019 (in millions) (The Japan Times, 2018)

Next, it is critical to understand the motivations and activities of tourists in order to discover which kinds of tourists are most likely to be interested in the KJ’s product. According to Arthur Berger’s research in his statistics guide to *Tourism in Japan*, tourists favor activities related to dining and visiting cultural sites. These activities that the tourists are mostly interested in are areas where the KJ has many issues of relevant content. Three of the top activities are culturally focused, thus making the KJ a good resource for tourists interested in traditional Japanese culture (2010). The full chart can be found in *Appendix A*.

Research on tourists groups in Japan has been conducted to discover which category would be most interested in the KJ. Tourists are classified into five disparate groups: Amakudari, Shiroi Koibito, Naruto, Shayoozoku, and Otaku-Jyouren (Uzama, 2012). After an examination of the different types of tourists, we can infer Amakudari tourists are the most likely subscribers for the KJ while visiting Japan. Amakudari can be older couples (or widowers), families, or young couples, that come to Japan to explore the ‘land of technology’. In essence, they are here for sightseeing, such as onsen visits, cultural heritage trips, or visits to temples and historical sites. Their pattern of behavior via marketing inputs is reported to be high in three of the P values. Price, product and place are all valued greatly by this demographic. The second most likely demographic to subscribe to the KJ are the Shayoozoku. They ranked highly in product and place. A full list of the five aforementioned tourist types will be recorded in *Appendix D*.

2.3.3 PRICE: *Kyoto Journal* Market Relations

The KJ has been selling their latest issues for approximately nineteen US dollars. Einarsen reported to our team that this price point results in a deficit for KJ. The KJ aims to alleviate their fiscal deficit by selling more issues. Potential buyers subscribe on the website and buy either a
four or eight issue subscription. These cost ¥8,284 and ¥16,000 respectively (Kyoto Journal Shop, 2019).

2.3.4 PROMOTION: Innovative Strategies for the Future

The team plans to build a larger reader base for the KJ mainly through partnerships with accommodations, influencers, craftsmen, and subscription boxes. Being more involved with the greater community - global, local, or otherwise - will be an asset to the KJ, allowing them to gain more traction, presence, and readers.

Companies that collaborate with Instagram influencers want to increase their exposure to the influencers followers. Being sponsored by an influencer would make the KJ more attractive to a wider audience. Therefore, increasing the KJ’s chance of selling subscriptions. Experienced influencers are excellent at what they do: posting. They know when their followers will interact with their post the most, and how to receive the most engagement from their audience. Therefore, an influencer partnership is an excellent tool to help the KJ market efficiently and effectively for the business. The challenge that comes with influencer partnerships is cost. More popular influencers come with a higher price, as well as complicated contract deals.

KJ’s current influence on social media is variant depending on the platform. On Facebook, its largest platform, it has approximately 200,000 followers. The numbers to the other prominent social media platforms are much lower, with Instagram at 30,000 followers and Twitter at 4,000 followers. More details and statistics explaining KJ’s influence on social media can be found in the Media Kit in Appendix C.

Pursuing high-end brands to sponsor the journal through advertising or providing ‘exclusive gifts’ could further the KJ’s goal of increasing revenue. The KJ has included inserts in their issues before, which have been extremely successful.
Chapter 3: Methodology

The goal of this project was to increase consumer awareness, subscription count, and sales of the KJ by proposing new networking opportunities with local, national, and international influence. Our team created four objectives that were designed to satisfy our overall project goal.

1. Define and research key principles and strategies of marketing.
2. Identify current marketing strategies of the Kyoto Journal.
3. Identify and analyze potential target audiences and distributors.
4. Recommend new strategies to support the Kyoto Journal brand.

These steps would help us build the groundwork to assist the KJ in their marketing strategies and business partnerships.

3.1 Define & Research Key Principles and Strategies of Marketing

Method 1 - Literature Review: Our first objective was to define and research the key principles of marketing, which we found to be the four Ps: product, place, price, and promotion. To satisfy the first objective, we conducted an extensive literature review on the four Ps. The background research led us to the conclusion that influencer partnerships, content marketing, and social media engagement are the foundation of our methodology. The literature review was initially conducted during the ID2050 class prior to travelling to Kyoto. Ongoing research was conducted as needed. The source material was as follows: marketing journals, population statistics, marketing textbooks, and case studies found in online databases.

3.2 Identify Current Marketing Strategies of the Kyoto Journal

Method 2 - Examining Brand Identity: In order to complete our final methods, we observed the ethos of the KJ. This required talking to the KJ executives about the journal and what they envisioned for its future as a print publication. After doing this, the team discerned that the KJ is meant to be marketed to highly educated demographics that have a keen interest in culture. The brand identity they have created is very artful and pleasing to look at, coupled with beautiful printing and binding.

Method 3 - Studying KJ’s Current/Past Partnerships: To better understand what measures have been taken to market the KJ’s brand, we interviewed the KJ’s executive team upon arrival in Japan. In order to begin solidifying our understanding of the situation, our team needed to fully comprehend what had been done up to this point to promote the journal. Specifically, the group needed to know which businesses had been contacted previously for outreach opportunities. In addition, our team needed to investigate the types of businesses the KJ staff had interest in. Our questions for the KJ executives are located in Appendix G.

3.3 Identify & Analyze Potential Target Audiences

Method 4 - Audience Segmentation: The fourth method for the project requires research on local, national, and global audiences that will expand the KJ’s sphere of influence. Our team took the
information we discovered in Method 1 and applied it to potential target audiences. Expatriates and international tourists were identified as the primary target audiences by our sponsor. Preliminary research was conducted to better understand the motivations and habits of each group. Tourists are the most diverse by far, requiring different classifications for further examination. Part of this was completed through extensive literature review, and then one on one interviews with current staff members.

3.4 Recommend New Strategies to Support the Kyoto Journal Brand.

Method 5 - Data Organization (Compilation): The final objective of this project led our team to compile all the information and conclusions gathered from the previous methods into a series of deliverables for our sponsors. John Einarsen, the founding editor of the KJ, decided the highest priority for our research would be to create and organize a contact portfolio.

The purpose of this guide is to serve as the foundation for future networking opportunities. The executives do not have expendable time to be spent researching new opportunities to the fullest extent. It is our project’s goal to give them a tool that will successfully launch them into future collaborations and networking. This visual guide has several subsections including: luxury accommodations, influencer partnerships, craftspeople, and subscription boxes. Visually appealing graphics present the contacts in a concise and readable way for our sponsors as a final deliverable. This deliverable is included in Appendix J.

Method 6 - Partnership Report: An excel spreadsheet will be delivered in conjunction with the visual guide. It will serve as a streamlined format where information is easily accessible long term. A spreadsheet is a more effective means of sharing our findings in a business setting. This document will give more insight as to why we are recommending specific company services. We want our sponsors to understand the mutual benefits behind each business partnership. Understanding these details is crucial before moving forward with real time negotiations and contracts in the future. This deliverable is included in Appendix K.

Method 7 - Google Survey: For the team’s third deliverable, an internal networking template as a Google Form will be provided to the KJ officiates to help them organize their pre-existing contacts. The “survey” contains questions that will sort the data into appropriate logical sections for easy use later. This was designed in such a way that staff members with varying levels of tech experience could be able to effectively use the document. The purpose of this deliverable is to act as a template for organization. This deliverable is included in Appendix L.
RESULTS
Chapter 4
Chapter 4: Results

This chapter presents the findings and analysis from our deliverables and interviews that make up the foundation of our results. The first sections disclose KJ staff requests regarding company priorities for future marketing decisions as well as future collaborative partnerships. Next, we explain in detail the making of our contact portfolio deliverable. We evaluate each business contact found, their corresponding qualifications, and how they may be helpful to the KJ in the near future. The final section of this chapter discusses the recommendations we are suggesting for future IQP projects and marketing strategies for the KJ.

4.1 Kyoto Journal Executive Staff Input

Upon our arrival, the team and John Einarsen finalized the objectives and overall direction of the project. Our team presented Mr. Einarsen with five deliverable options for consideration: a contact portfolio, a market segmentation study, a collegiate art competition, influencer partnerships, and/or focus groups of subscribers. Detailed information about the pros and cons of each suggestion can be found in Appendix I.

4.2 Future Partners for Consideration

The KJ executive staff requested more research on potential partnerships with the upcoming Olympic Games, local companies that they had a personal connection to, subscription box companies, local craftspeople, and new accommodation housing in the Kansai and Kanto regions (KJ Staff Meeting, 2019).

Research into the Olympics revealed that a hierarchy of sponsors are available to partner with the Olympic committee. There are Worldwide Partners that donate the most funds, but receive exclusive partnership deals. These companies are generally large international conglomerates such as Coca Cola or Visa (Tokyo Olympic Games, 2019). The next tier below the Worldwide Partners are the Tokyo 2020 Gold Sponsors. These sponsors are Japanese companies, such as Meiji or Canon, that have a large influence on national and local communities in Japan. These companies have a strong presence in a variety of industries. Appendix N demonstrates each company that will be on the official Sponsor list. These companies would be more likely to sympathize with the KJ’s mission of elevating Japanese culture to international audiences. The KJ could take the opportunity to reach out to these companies and request sponsorship to continue their work. Support from a large company would secure the KJ’s financial position as a high art publication.

As our sponsor meetings progressed, it became apparent that each staff member has a different set of networking contacts that could benefit the journal overall. Each member is incredibly well connected, but there is not any central database where their contacts are recorded or organized. Everyone involved with editing responsibilities suggests connections that have potential for future collaboration. John Einarsen specifically requested our team to research Eyexplore, a local photography coaching company, because of his personal connection to one of their instructors. Having insider contact with local companies gives KJ an edge that other publications do not have. Being able to request content, partnerships, or funding from others can be easier with more
contacts in important or influential positions. For example, the KJ has a close contact with an editor for The Japan Times. This provides them access to the newspaper, and opportunities to advertise any events or crowdfunding initiatives they decide to host in the future.

Craftspeople were another demographic of contacts the KJ staff was interested to connect with as potential collaborators. To better understand which businesses the KJ had already worked with in the past, our team interviewed Marketing Director, Lucinda Ping Cowing. She advised us to look into businesses that could provide the KJ with “giveaways” that could be placed within each issue purchased online. In issue 95, a renowned Kyoto-based incense company, Shoyeido, was able to provide the KJ with sample packets of their product (Cowing, 2019). As seen in Figure 4, the incense samples were of high quality and relatively easy to place inside the journal for readers to enjoy. This gift was a way to bring the words on the page to life. It acted as a catalyst for human interaction with the topics on the page.

![Figure 4: Shoyeido Incense Co. Hikari Shining Light packets.](image)

As a final request, the KJ staff wanted us to investigate new housing accommodations across the Kansai and Kanto regions. With the Olympics coming in less than a year, there are several new accommodations being established across Japan. While it is difficult to effectively pinpoint every new hotel or guesthouse being established in the upcoming months, our team decided to find contacts of already established hotels, Airbnbs, or guesthouses with reputable business ethics. These contacts became the first chapter of our final contact portfolio and visual guide.

### 4.3 Creating the Contact Portfolio

The contact portfolio deliverable was made up of four “chapters” based on the classifications for each contact list. The chapters were organized as follows: accommodations, influencers, craftspeople, and subscriptions boxes. To ensure the usefulness of our deliverables, our team ensured each company in the contact portfolio was one that displayed a sense of style and high quality. Each business’ brand identity had a strong impact on whether or not they were considered to be an appropriate business partner with the KJ.

The contacts within each chapter are not ranked in any particular order. Each chapter will serve as a tool the KJ staff members may use as a list of potential contacts for future networking purposes. The majority of these contacts have potential to collaborate through advertisements or
retail. Ideally, the KJ could sell back issues to these contacts at a discounted price. This allows the KJ to be a gift or item used to enhance the customer’s experience at each establishment. For example, a copy of the KJ resting on a coffee table uplifts the aesthetic of a room, providing new entertainment for the reader. If a company cannot act as a retail partner, an advertising proposal is the most likely direction for their relationship. Traditionally, the KJ will sell \( \frac{1}{6} \) of a page in the journal for approximately $150 (Cowing, 2019). These rates are dependent on the issue at hand and availability varies depending on the layout of specific issues.

4.4 Contact Portfolio Analysis

The following section gives detailed insight into each chapter within the contact portfolio. General background information will be reported in addition to the potential future benefits of each relationship we recommend. Contact information is subject to change and is up to date as of October 2019.

4.4.1 Accommodations Chapter Overview

The accommodations chapter has nine contacts, including: The Four Seasons of Kyoto, The Thousand Kyoto, Hotel Granvia Kyoto, The Junei Hotel Kyoto Imperial Palace West, Nanzenji Sando Kikusui, Authentic Restored Machiya, Kyoto B&B Traditional House, Sumida Magaya, and the Garden Ryokan Yachiyo.

The team determined the appropriateness of each contact in this chapter by looking for high caliber accommodations with a strong cultural feel. They are all located primarily in Kyoto and Tokyo, two major cities of interest for the KJ. Since construction in these two cities has been steadily on the rise with the upcoming Olympics, John Einarsen expressed a desire that our team to look into partnering with new hotels, Airbnb’s, and guesthouses in those areas. 14,000 new hotel rooms will be finished before the 2020 Olympic games in Tokyo (Tolentino, 2019). The demands of visiting tourists are going to have a large impact on Japan. However, crowds of tourists present a lot of opportunities for the KJ marketing team. Our team has compiled a wide list of accommodations options for the KJ’s convenience. More details on each contact are in Appendix K.

Thorough analysis of the information gathered from our interviews and data collection lead our team to develop the following list of contacts based in the Kansai and Kanto regions, with ties to the KJ’s target audiences:

1. The Four Seasons of Kyoto

Since the KJ has pre-existing contacts with the Hyatt Regency in Kyoto, it seemed natural to expand the KJ’s sphere of influence in this peer group. The Four Seasons of Kyoto rests at the intersection of rich culture and unbeatable hospitality. Located in the heart of Kyoto’s temple district, the Four Seasons offers a once-in-a-lifetime experience to guests in the expansive compound. A 800-year-old Shakusuien, or pond garden, is the centerpiece of their courtyard, a symbol of their dedication to Japanese art and tradition. Not only does the hotel offer accommodations, but a slew of amenities such as: two restaurants and lounges, spa boutique, beauty salon, and art collection. This is a strong indication of a shared ethos between both the KJ and the
Four Seasons. Both companies dedicate themselves to elevating Kyoto culture onto an international stage for the world to enjoy.

2. The Thousand Kyoto.
This is a hotel dedicated to delivering a very unique experience. This hotel has dubbed itself the “millennial capital of Kyoto.” By targeting this specific audience, they are speaking directly to one of the KJ’s own target audiences: Amakudari tourists. Located in the Shimogyo District, it is within walking distance of Kyoto Station and a variety of other tourist attractions like shopping districts, Kyoto Tower, Tofuku-ji Temple, and Museum EKI Kyoto. This hotel’s unique design and prime location attracts travelers who value modern, sleek, and culturally relevant experiences. This mixed aura of sophistication and progress is what we believe would make the KJ a welcome addition to their hotel.

3. Hotel Granvia Kyoto.
The third hotel contact on the accommodations list. It is located inside Kyoto Station, which gives it a rare opportunity to advertise and impact more travelers coming to Kyoto than ever before. With people bustling in and out of the hotel every hour of the day, it would be invaluable to have the support of this business. Their iconic building is recognized by many, and is in constant demand. While working with them could give the KJ an opportunity to sell back issues of the journal, it would be an incredible partner to use for cross promotional advertising. If the KJ could use the Hotel Granvia’s unique location for promoting the journal, they would be able to expand their name across many demographics.

4. THE JUNEI HOTEL: Kyoto Imperial Palace West
The Junei Hotel is the next contact on our list of accommodations. The Imperial Palace is a focal point of Kyoto and Japanese culture, which makes their location a unique destination spot for many travelers. The real advantage to working with this accommodation is that they would be the first hotel in this specific neighborhood the KJ would be collaborating with. They are snugly located just west of the Kyoto Imperial Palace. The hotel’s energy and atmosphere feed off of the momentous palace just minutes from their front door. Their guests stay in rich accommodations just like how the emperors of ancient times lived.

5. Ryokan Nanzenji Sando Kikusui
This is the most traditional Japanese hotel in our contact portfolio. They firmly believe in preserving past tradition and helping adapt to modern times. The Kikusui believes that this is a “very difficult yet exceedingly important thing to do in this modern era in which it is vital that appearances, characteristics and identities change alongside its surrounding environment and people.” Our team believes this attitude is shared between the KJ and this hotel. They simultaneously honor past traditions, while still honoring the evolution of art across time and space. It is an essential balance between tradition and progress, duty and passion. Because the hotel and KJ are both working to preserve Asian art, they could have a mutually beneficial
relationship in the future. Supporting one another will in turn support their shared goals.

6. Airbnb: Authentic Restored Machiya
The Authentic Restored Machiya is in Kamigyo-ku. This Airbnb is rated highly for its traditional Japanese atmosphere and providing western comforts for its guests. Additionally, this residence has earned Superhost status, which allows potential guests online to see that this accommodation is “committed to providing great stays for guests” (Airbnb, 2019). This accommodation will allow the KJ to reach out to an entirely new demographic of potential subscribers while having to invest little time managing the interactions.

7. Airbnb: Kyoto B&B Traditional House
The owner, Misuzu, is classified as a Superhost and has numerous excellent reviews. This Airbnb was built in the traditional Japanese style, and is over 100 years old. The host had it remodeled relatively recently, and it is a wonderful place to stay. This house is for those who want a traditional Japanese experience with tatami mats and open space. People that stay at this traditional house may be more interested than the average tourist in the work the KJ showcases. Therefore, the team thinks it would be beneficial to place the journal within this Airbnb as a ‘showpiece’ for tourists to read.

8. Sumida Nagaya
A guesthouse located in the popular Sumida Ward District of Tokyo that is becoming a cultural hub within their neighborhood. Within walking distance of the Tokyo Skytree, Sensoji Temple, and Edo Tokyo Museum, it sits in an ideal location. This spot will make it very attractive to travelers who are invested in exploring Japanese culture. With sleek interior design and simplistic but refined style, this guesthouse does a wonderful job at showcasing Japanese architecture. The KJ would be an excellent addition to this house’s contemporary and high class aesthetic. Sitting on a coffee table, or proudly displayed on a shelf, the journal would be a beneficial add on to this home. The people who travel to Tokyo and choose to stay in an establishment like this could have more incentive to invest in something like this journal as a memento from their stay. Additionally, if the guesthouse purchases multiple copies of the Journal, they could leave these copies as complimentary gifts for their customers with a label that supports Sumida Nagaya. Not only will their guests be impressed with the quality of the KJ, but they will enjoy the added bonus of taking it home as a gift.

9. Garden Ryokan Yachiyo
This yachiyo is located next to the Nanzenji Temple and offer “chic Japanese-style rooms and onsen style public baths.” This charming and traditional ryokan is a relaxing hideaway for calm visits in Kyoto. This quiet and serene place inspires introspection and forward thinking. People seeking enlightenment in simple but powerful beauty will choose to stay here. The KJ can make an impact here by sharing their storytelling and beautiful illustrations with travelers who visit this culturally rich Japanese inn.
4.4.2 Influencer Chapter Overview

Chapter 2 of the contact portfolio is filled with potential influencers. Our list included names such as: Kathy Cheng, Rinko Kawauchi, Dave Powell, Piyatat Primtongtrakul, Cha Tzu Tang, Faraway Eyes, KyotoEye, and ONESTORY. These contacts would reach new audiences through Instagram support, and are ranked in no particular order.

In the search for possible influencers to work with the KJ, key requirements had to be met. The potential candidate needed to have a cultural aspect to their blog, coupled with an audience that expresses interest in KJ’s message and voice. Each partnership had to be mutually beneficial and preferred that each influencer be able to relate to a future issue. For instance, KJ issue 96 plans to focus its articles on Taiwanese culture.

Thorough analysis of the information gathered from our interviews and data collection lead our team to develop the following list of contacts based in the Kansai and Kanto regions, with ties to the KJ’s target audiences:

1. **Kathy Cheng**
   Cheng created her own brand called Tricky Taipei. She also hosts English based professional networking nights that gather interested crowds. The audience she captivates could be potentially interested in the KJ. Cheng’s work is especially relevant for their next issue on Taiwan. Cheng has a current following of approximately 1,500 on Instagram, which is relatively small.

2. **Rinko Kawauchi**
   Ms. Kawauchi is a famous Japanese photographer originally from Kyoto. She is known for her subtle poetic style. Her sophisticated photographs and clean imagery depict a very serene picture of ordinary subjects. Kawauchi’s personal brand identity is very in line with what the KJ is looking for in a celebrity influencer. Examples of her work are seen in Appendix K. Not only is she a skilled artist, but her talents have been celebrated internationally in a variety of exhibits. Kawauchi has collaborated with several substantial exhibits in cities such as: London, Berlin, New York, Tokyo, San Francisco, Kyoto, Paris, São Paulo, Stockholm and Madrid. Having participated in both group and solo exhibitions, she has networking contacts in the contemporary art industry that would be invaluable to the KJ. With such an international presence, her influence extends beyond a singular culture or demographic. Kawauchi currently has 35,000 followers on Instagram. Ideally, the KJ would be able to feature her in an issue spread. Her followers subsequently would be interested in the journal, and she would be able to support a fellow art focused group that dreams of spreading their love of Japanese art.

3. **Dave Powell**
   Dave Powell is the creator of ShootTokyo. He travels the world for his professional career and practices photography as a hobby. He has amassed 10,000 followers on Instagram, and has a deep appreciation for Japan with a similar
artistic style to the KJ. This makes him a viable candidate for promoting the journal.

4. **Piyatat Primtongtrakul**
   He is a Thai photographer whose work focuses on capturing the beauty in everyday life. As a world traveler, he has become an important influencer with almost 100,000 followers on Instagram. Recently Piyatat Primtongtrakul has been to Kyoto. A potential collaboration could involve reviewing or advertising the KJ in return for either funds or an article and spread. He would be a good candidate to reach out to especially if the KJ decides to do an issue on Thailand in the future.

5. **Cha Tzu Tang**
   Cha Tzu Tang is an all-natural cosmetics company wanting to increase environmental awareness in Taiwan. The company focuses on producing items like organic body care items such as soap or shampoo. They are avid supporters of the campaign called “Grown in Taiwan.” Supporting traditional farmers and local farmers is helping sustain the traditional agriculture techniques of Taiwan. Ideally, Cha Tzu Tang would advertise within the KJ in return for promoting the issue either on their website or their social media account.

6. **Faraway Eyes**
   Faraway Eyes focuses on reviewing journals that showcase photography. Our team recommends Faraway Eyes as a possible book reviewer for either the KJ or Small Buildings of Kyoto, a photo book by the sponsor: John Einarsen. This company could publish book reviews in the KJ in exchange for advertising a book review of the KJ. Having Faraway Eyes as a contact could be a valuable asset, especially for future issues.

7. **KyotoEye**
   KyotoEye is run by Ayumi Ikushima, who specializes in garden tours and ikebana arrangements. A possible collaboration could include Ikushima recommending either Small Buildings of Kyoto or the current issue of the KJ while on her tours in exchange for a post on the KJ’s social media platforms.

8. **ONESTORY**
   It is an influencer that focuses on showcasing photo submissions about Japan. It is their goal is to spread the beauty of Japan across the world. ONESTORY has a similar ethos and message to the KJ, and is open to collaborations on projects. Perhaps the KJ could submit a few images to ONESTORY in exchange for credit, or even do an issue that they feature in. ONESTORY has a following of 18,000 on Instagram.

4.4.3 Craftspeople Chapter Overview
Chapter 3 of the contact portfolio organizes our proposed contacts for craftspeople. Ideally, each craftsperson would be able to create inserts or “giveaways” to be placed inside the KJ. These
gifts would be exclusive to subscriber-purchased issues, to add incentive to subscribe instead of buying individual issues. Our team is recommending two types of contacts for this category of businesses: ones that manage a community of craftspeople, and secondly, the craftspeople themselves.

Upon further research into “giveaways” the team brainstormed several items that could be useful inserts for the KJ. Each gift should be relatively small and easily packable. Origami, calligraphy, woodblock prints, colorful textiles, and photographs were all ideas the team decided were worth researching further.

Thorough analysis of the information gathered from our interviews and data collection lead our team to develop the following list of craftspeople contacts with ties to the KJ’s target audiences:

1. **The Kindcraft.**
   The Kindcraft is a publication that highlights cultural practices all over the world. Their diverse international client list honors “culture-specific craft[s].” They are an ideal example of a company that can act as a middle man between the KJ and Asian craft artists. The Kindcraft would ideally be able to introduce the KJ marketing team to artists who have expressed an interest in expanding their trade while celebrating their local or national identity. If artists are already in contact with The Kindcraft, they likely are open to more modern marketing platforms or strategies. The Kindcraft is a valuable contact to the KJ because they work with “Asia Pacific” artists, rather than just focusing on a singular culture. Since the KJ is focused on celebrating Asian culture instead of just Japanese culture, they share a fondness for a wider Asian community.

2. **Takezasado**
   Takezasado is a long-established woodblock print business based in Kyoto, Japan. It was founded in 1819 under the name “Takenaka Mokuhan” and has been producing woodblock prints with techniques that have lasted over 1200 years. Currently they follow the practices of Kenji Takenaka, a fifth generation master. The business defines their mission as “inheriting these ancient printing techniques to pass them to the future generations, and not only by preserving those techniques, but also by thinking about how they can evolve.” The company’s dedication to keeping tradition alive is similar to the KJ’s dedication to preserving traditional art. Using Takezasa’s prints as subscription cards or other advertisement material could be a collaborative deal.

3. **Ito Braid Store**
   Founded in 1826, the Ito Braid Store preserves the art of weaving Edo style string. Products include crafts such as kimono or obi ties, tea ceremony ribbons, sanada straps, and even pocket watch string. The company custom designs string, so it is plausible that they may be willing to collaborate on a new string type as a “giveaway” for the KJ. This could take form as a small keychain or even a string tied around the individual issue. Their craft is smaller in size, so it could be an ideal giveaway inclusion for future issues. In return, the KJ could advertise for them in a journal issue.
4. **Kyoto Artisans Concierge.**

The Kyoto Artisans Concierge’s mission is to be a “bridge that connects people in search of genuine experiences with artisans.” They have contacts with a very large variety of craftsmen from fan crafting to metal working. Collaborating with this company would be a good step forward in obtaining crafts for inserts. Building a solid relationship with the Kyoto Artisans Concierge would give the KJ access to many artists as once, whereas building individual relationships with each artist would take significantly more time. This collaboration helps to solve the KJ’s issue of lack of time resources.

5. **Kyoto Handicraft Center**

The Kyoto Handicraft Center dedicated to selecting “only traditional craft-work goods, but goods which are also unique to Japan and Kyoto.” They offer postcards, beckoning cat, Japanese candles, cosmetics, tanugui, furoshiki, confectionery, washi paper, calligraphy, peperoids, stabs, woodblock prints, decorative swords, Kyoto dolls, Kyoto inlay art, pearls, shimizu yaki, Nanbu Ironware, Kimono/Yukata, and Kanazawa foil crafts. This is a potential retail opportunity as well as an opportunity to obtain “giveaways” for the journal. The Kyoto Handicraft Center also will cater to tourists with special culinary requests for a completely immersive dining experience. This unique company attracts many newcomers with their special services.

4.4.4 Subscription Box Chapter Overview

Lastly, the team presented the idea of using subscription boxes to increase the KJ’s visibility. Subscription boxes are packages of themed ‘goodies’ that are sent out monthly, quarterly, or yearly. These themes are based on the individual subscription box company. Distributing relevant issues to a subscription box company with a similar theme would be beneficial.

Thorough analysis of the information gathered from our interviews and data collection lead our team to develop the following pair of subscription box contacts based with ties to the KJ’s target audiences:

1. **The Wordy Traveler**

   The Wordy Traveler specializes in shipping books from around the world to people who are interested in travel. Inside each “Full Suitcase” box, premium ethically sourced tea and print art also accompany three assorted books of the company’s choosing. The “Backpacking Edition” boxes will only have one book delivered per quarter to the customer. Themed boxes that focus on travel or Asian culture would be a valuable asset to the KJ. Small Buildings of Kyoto would easily fit into this box if the journal itself is unable to fit with this company’s vision. Along with their quarterly subscription box, the Wordy Traveler offers ‘one time purchase’ boxes such as: Retro box - Backpacker China or Limited Edition Series - Paris. Perhaps The Wordy Traveler and the KJ could collaborate on a Japan style backpacker or limited edition box.

2. **Kizuna Box.**
Kizuna Box’s mission is to bring their customers “the most authentic and best real-time experience from Japan.” It is a company run by four people: three Japan natives and one foreign expatriate. Their boxes are thoroughly curated and chosen with the intent to give their buyers a full bodied experience of what Japan is truly like. They currently ship two types of subscription boxes that focus on snacks and lifestyle respectively. The KJ as potential to collaborate with this company on the Lifestyle subscription box. This package delivers small gifts and crafts quarterly for this company.. This is an opportunity for the Small Buildings of Kyoto book to be distributed across this company’s fan base.
Chapter 5: Recommendations

During our seven weeks in Japan, our team worked intensively on the deliverables that our sponsor, the KJ, deemed as key priorities. However, this leaves several opportunities for more progress on marketing strategies and possible project opportunities. This chapter identifies the strategies our team did not have the time to research or implement for the KJ, and would recommend for future consideration to ensure continued progress. These recommendations are based on the information gleaned from interviews and on site research.

5.1 Filling Out the Internal Network Survey
To continue our mission of organizing new networking opportunities for the KJ, we recommend that the KJ staff continue to compile information in a location that all the staff has online access to. One way to do this would be to fill out the Google Form template we have given as a deliverable. Over a series of months, the staff members could submit data on personal pre-existing contacts. Each member of the staff has unique connections in different industries. By protecting the KJ’s lifework, we are safeguarding their work from being lost or forgotten. We suggest that a future IQP group organizes this data and finds more efficient ways to collect and input it.

This resource could be very helpful for the KJ’s future crowdfunding campaigns. It will streamline the process for brainstorming who they should contact. Furthermore, they can use this specific resource by simply asking the member who reported each contact instead of asking the entire group.

5.2 Optical Character Recognition System for Converting Scans
In addition to library subscriptions, members of the KJ staff asked our team to look into what software programs would make a PDF searchable. Their goal is to scan the oldest issues of the KJ into a database to safeguard all the information inside the earliest issues. Preserving their work online would make it easier for them to share information quickly, protect it from being lost or forgotten, and find specific information or keywords from the entire document.

In order for these scans to be used as effectively as possible, they need to be searchable or readable by a computer. This way, if a member of the KJ wants to specifically look up articles that focus on architecture, then they would be able to find relevant issues based on keywords linked within each document. Our team recommends using a premium version of Adobe Acrobat that doubles as an Optical Character Recognition (OCR) system. This program converts scanned documents into searchable and editable PDFs. Using this type of program will give KJ volunteers the power to quickly edit and republish PDFs at their discretion. Beginning this process sooner rather than later will help them expand their digitized archives later on.

5.3 Digitizing Back Issues for Database Subscriptions
The challenges of promoting and producing a specialized art journal become clear when researching the history of the KJ. Dependable sponsors are essential to the KJ’s success as a publication, as it is consistently expensive to produce. John Einarsen has revealed that the KJ has
always struggled with affording costly printing fees as well as monitoring content. Specifically, each edition of the journal requires a great deal of editorial resources to parse the materials from sources. In addition, since it is a very specialized journal, it is difficult to reach potential subscribers while elevating the journal’s presence in international markets. Moving to a digital platform was supposed to be the KJ’s path to spreading its message, without paying for expensive printing jobs.

Our recommendation for addressing this problem is to use digitized issues as a selling point for online databases such as JSTOR or EbscoHost. Our team conducted preliminary research for what higher education institutions and databases look for in new relationships with subscriptions of this nature. To better understand these organizations, our team reached out to Terese Negrucci, a Collection Assessment and Development Librarian. She shared with our group some basic criteria that WPI looks for in its magazine subscriptions: content relevant to the current curriculum and/or research, peer reviewed status, integration with citation management, software/suggested citation for students to use, authentication via campus IP range and EZ proxy configuration to ensure off campus access, and post cancellation rights to the content. For instance, the library retains access to the purchased content even if the subscription is cancelled. These criteria are a basic overview of what academic institutions are looking for in a magazine subscription. If the KJ can make plans based on these criteria, then they should have reasonable success working with other academic institutions.

5.4 Market Segmentation On Readership

Further investigation into targeting potential subscribers is advised for the KJ either through surveys or market segmentation. The KJ has never conducted an official audience segmentation study on their reader base, therefore identifying new subscribers will be difficult. Finding different types of consumers that are interested in arts and culture publications will help the KJ executives better understand which groups of people would subscribe to the KJ. By finding patterns and trends on their current subscribers, they can then predict which people to market towards. Market segmentation is a strategy that they could use as a tool to help collect more data on target audiences, as it categorizes the priorities and needs of customers based on the similarities in consumer needs, preferences, and characteristics (Walters, Bekker, 2017). The process of developing a market segmentation study for businesses consists of three parts: segment identification, target market selection, and positioning (Weinstein, 2004).

The team recommends implementing Buzzfeed like quizzes for a market segmentation study. Buzzfeed has developed a modern edge on market segmentation. They post personalized quizzes, do-it-yourself (DIY) tips, and news feeds, so users can tailor their experience on the website to their personal taste. Buzzfeed is most famous for its variety of quizzes, from which it can easily collect information from all of its users and do further market segmentation to see what is working, what the interests of the audiences are, and what to promote. Through their quizzes, they can translate that interest into their news posts, namely lists of things to make people feel included in a demographic or group, to engage their audience further (Hesilrige, 2016). Buzzfeed’s quizzes include the “Would You Rather,” “Who Are You?” “Can We Guess,” and “Trivia,” categories. These are all helpful tools for honing in on what the audience feels invested in spending time on in order to learn more about themselves. These quizzes are advantageous to
the company’s marketing team, as it makes the user feel included and that their opinions are valued and relevant.

5.5 Exploring the Process of Pursuing Celebrity Sponsorship
Connecting with online influencers is something the executive editors at the KJ have expressed a deep interest in, however our team’s initial seven weeks was not long enough to reach out to our influencers in person. Future IQP groups could focus on: establishing overall brand goals for the campaign, researching different influencer niches and exploring influencer tiers, engaging with influencers via your brand social channels, contacting influencers to pitch your campaign, and partnering with an influencer marketing agency to leverage their expertise.

5.6 Expanding Sphere of Influence: Indian Contacts
The KJ executive staff expressed an interest in expanding their presence in India and mentioned possibly working on a future issue that would focus on Indian traditions. There has been interest from their contacts about making an issue about India in the future in addition to expanding their retail presence there. These two things could possibly go hand in hand. Based on some preliminary research, the team would recommend that if the KJ wanted to build a successful base in India, that they launch their presence within the wealthiest cities: Delhi National Capital Region, Mumbai-Pune, Chennai, Hyderabad, Kolkata, and Bengaluru (Kundu, Bhattacharya, 2018). These cities, consequently, are the most well-read in the country and buy the most physical copies of books, journals, and magazines (ET Bureau, 2015).

5.7 Focus Groups for Potential Readers
The final recommendation we have for the KJ is to conduct a focus group of current subscribers. A focus group is an open discussion between 1-5 people focused on a specific topic. If the KJ could find subscribers to interview together, it would lead to productive data collection and insight into what other readers are looking for in a magazine.
CONCLUSION

Chapter 6
Chapter 6: Conclusion

The overall goal of this project was to help the Kyoto Journal investigate new marketing strategies and provide organizational tools for their staff. Throughout our background research, we’ve learned several key points about the basic pillars of marketing. The four P’s all play a critical role in the process of promoting a business successfully towards their target audiences. Our research gave our team insight into the Kyoto Journal’s primary target audiences: expatriates and international tourists.

The most challenging aspect of our plan was successfully partnering with Japanese organizations in Kyoto with the language barrier in mind. Since the Kyoto Journal markets exclusively to English speaking people, it was a large consideration to the team while conducting our research. Being prepared for this, and working patiently was a necessary precaution. We believe that by conducting this research and making useful national connections, we assisted the Kyoto Journal in laying the foundation for productive work in the future.
References


Smitko, Kate. Public Relations Review; Silver Spring Vol. 38, Iss. 4, (Nov 2012): 63


The number of residents from the United States living in Japan from 2000 to 2017 (Statistic Bureau Japan, n.d.) as presented in the Background chapter. On average, the trend is increasing gradually with a max at 55,713 people in 2017. The number of foreign residents continues to increase significantly each year. This trend suggests that the market of expatriates will continue to grow, which therefore means that the KJ should have a growing number of potential subscribers in its target audience.
Number of international visitors to Japan from 2009 to 2019 (in millions) (The Japan Times, 2018) as presented in the Background chapter. The number has increased drastically since the early 2000s, almost quintupling in size. Exact numbers: 6.79 million in 2009 to 31.19 million in 2019.
Appendix B: List of Marketing Strategies and Tools from Literature Review

1. **Content Marketing**: the creation and sharing of any online or internet media that does not promote brand but piques interest in a product or service.

2. **Event Marketing**: using physical events to gather people together for a cause - the product or service. Or, being present at an umbrella event the product or service falls under.

3. **Search Engine Optimization (SEO)**: Optimizing a website with a few keywords, and then searching for them with the business’s name in a search engine to obtain a higher local position in a search.

4. **Social Media Engagement**: promoting followers to interact with posts (likes, shares, retweets, etc.) by engaging them in questions or hashtags.
   - a. Facebook
   - b. Twitter
   - c. Instagram

5. **Partnerships**: professional agreement between two similar companies that share a similar goal. Both sides will aim to get benefits from partnering with each other.

6. **Merchandising**: creating supplementary materials to the primary product that promote a company’s brand and image
   - a. **Creative Financing**
     - i. Special Deals and Promotions
   - b. Redbubble
   - c. Amazon Merchandise

7. **Market Segmentation**: determination of different audiences and cataloging them
   - a. Focus Groups

8. **Multimedia**: using various types of platforms or mediums to distribute or report information
We are curious about society and beliefs, traditions and new developments—how people live, and live well—through the lens of Asian experience.
From Kyoto, bringing you insights from Asia for 30 years

Founded in 1987, Kyoto Journal (KJ) is a premium, award-winning quarterly magazine showcasing life, culture and society in Japan and throughout the Asia region from myriad perspectives.

Now the longest established independent English language publication in Japan, we have produced 78 high-quality print issues, 13 digital issues and several books. Kyoto Journal’s unique interdisciplinary approach, consistently high standards of journalism and fine design have been nominated for 28 independent press awards and nominations, and publisher John Elmsen was recipient of the Japanese Ministry of Culture Award for enhancing the understanding of Japan overseas through KJ.

KJ is a non-profit organization driven entirely by volunteer staff and contributors from around the world. Contributors include best-selling author Pico Iyer; Beat poet and environmentalist Gary Snyder; the late Japanologist Donald Richie; Lost Japan author and scholar Alex Kerr; as well as Satish Kumar, Naomi Chomsky and Arundhati Roy. We were supported by the late Shokichi Harada, who was engaged in artistic initiatives across Asia, until 2010.

The magazine returned to print in autumn 2007—our 30th anniversary year—with the release of KJ#47. The team occasionally makes books, including the viral 2007 release: *Small Buildings of Kyoto*.

WHY “KYOTO” JOURNAL?

KJ is a community that transcends place, while respecting and celebrating regional and local identity.

KJ, where we call home, served as the capital and seat of imperial power for about 1,200 years. And it continues to be the measure of spirit, art and culture in Japan as a whole. This city represents appreciation of the genius of time-honored practices, and a commitment to finely evolved excellence. But it also encompasses an open-mindedness towards innovation.

And so, while we aim to promote understanding and deeper appreciation of culture and society in Asia as a whole, it is these essential values that Kyoto cultivates that continue to influence us and how we craft our magazine.

In many ways too, KJ is a community that transcends place, while respecting and celebrating regional and local identity.
Our Founder and Publisher

John Elmeson is the Founder and Publisher of Kyoto Journal.

His first encounter with Asia was on a minesweeper that conducted operations in Haiphong Harbor during the last days of the Vietnam War. On his tour of duty he came to Yokosuka for the fighting school and fell in love with Japan, vowing to return someday. He made it, and put down roots in Kyoto after he buried his backpack in the Eastern Hills in the early eighties.

He has designed many books, and published his own, including Kyoto: The Forest Within the Gate, and most recently Small puddles of Kyoto. His photography has been exhibited around Japan and overseas.

The Kyoto Journal Team

While our editorial, design and translation staff are based in Japan, assisted by a team of interns, our section editors and guest editors are scattered around the globe. For the past 30 years all staff have been volunteers, with parallel careers in fields spanning academia to tourism and hospitality.

SOME TESTIMONIALS FROM OUR READERS

“My first hard copy of KYOTO JOURNAL arrived! Thank you so much...it is a gloriously beautiful publication and I look forward to many more years of reading from cover to cover and back again. I anticipate being a subscriber for a long time!”

Cookie, PA, USA

“My husband ordered a subscription for my birthday and we, immediately. I can’t tell you how excited I am that you are able to go back to a print edition!!! I have loved every issue since I found you in a bookstore in Kyoto 10 years ago. You have enhanced my life and kept me in touch with a city I loved as well as teaching me about so much else.”

Lilia, BC, Canada

“I have just spent some time browsing through KJ 85. I am so glad that you decided to return to the print edition. I have enjoyed KJ over the years in the digital format but nothing compares to enjoying it in print. There is so much more to the experience!”

Toni M, PA, USA

“The Kyoto Journal brightens my day in so many ways every day.”

Bruce P, NSW, Australia

Kyoto Journal Readers

The Kyoto Journal team has enjoyed a close-knit relationship with its loyal readership over the years.

KJ is for the curious, those who appreciate and desire a reliable source that shines a light on the way of life in Asia in a way that is at once both thoughtful and free of artificial or stereotype.

While most KJ readers are self-professed Japanophiles, and more often than not have a tangible connection to the country, they also enjoy our Asia-centric approach and learning about topics and places they have not previously been exposed to.

The majority of our readers and social media followers are located in the United States (particularly California), followed by Australia, the UK, and English-speaking countries in Asia, such as Hong Kong and Singapore.

 COMMUNITY NEWSLETTER
  27K+ INSTAGRAM 3,300+ SUBSCRIBERS
  212K+ FACEBOOK
  4,500 TWITTER
  72K PINTEREST 4000 READERS
Collaborate with us

Advertisements placements available to brands who share our ethos and aesthetic sensibility. Contact us at sales@kyotojournal.org for plans and rates.

Some of our partners.

![Images of various partners logos]

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Lucinda Cowling

**MANAGING EDITOR**
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Lucinda Cowling

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**RAMBLER AT LARGE**
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Appendix D: Tourist Demographics Collected from Marketing Textbook

Information from (Uzama, 2012) depicting tourist archetypes and their behaviors

<table>
<thead>
<tr>
<th>Classification</th>
<th>Why they visit Japan</th>
<th>Who they are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amakudari</td>
<td>Sightseeing (Japan tour, onsen visits, cultural heritage, temples, UNESCO designated sites, historical sites etc)</td>
<td>Retired men and their wives or alms, families on tour, young couples visiting Japan to explore the &quot;land of electronics and cars&quot;.</td>
</tr>
<tr>
<td>Naruto</td>
<td>Education: company training, JICA, government sponsored training tours etc.</td>
<td>Executives of Japanese company's subsidiaries abroad, government/agency staffs etc.</td>
</tr>
<tr>
<td>Shayoozoku</td>
<td>Business: meeting of business partners, conference, trade fairs, exhibitions, etc.</td>
<td>Company/business executives, conference delegates, exhibitors, etc.</td>
</tr>
<tr>
<td>Otaku-iyu-rein</td>
<td>Sports: Golf, soccer; base ball team tours, school tours, etc.</td>
<td>Terms, young adults, adults in their 20s and 30s.</td>
</tr>
</tbody>
</table>

Motivational factors

<table>
<thead>
<tr>
<th>Exploring</th>
<th>Interpersonal relationship</th>
<th>Achieve a goal</th>
<th>Escape from the everyday life</th>
<th>Price</th>
<th>Product</th>
<th>Promotion</th>
<th>Place</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amakudari</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Shiro-koiito</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
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<tr>
<td>Naruto</td>
<td>Low</td>
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<tr>
<td>Shayoozoku</td>
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<td>Otaku-iyu-rein</td>
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<td>Low</td>
</tr>
</tbody>
</table>

Amakudari can be older couples (or widowers), families, or young couples, that come to Japan to explore the ‘land of technology’. In essence, they are here for sightseeing, such as onsen visits, cultural heritage trips, or visits to temples and historical sites. Shiro Koibito are primarily young men in their 20s and 30s that are searching for a love partner -- they’re mostly interested in the club life of Japan, and stay at luxury hotels. Next are Naruto classified tourists, who come to develop business training. They come on company business, Japan International Cooperation Agency (JICA), government sponsored training hours, etc. Additionally, Naruto tourists do not usually spend much money while in Japan. Shayoozoku tourists come to meet business partners, for trade fairs, exhibitions, and the like. They usually consist of business executives who stay for very little time (hours to 2 days), and do not visit tour sites because of this time constraint. The
final group, Otaku-Jyourenn, go on very little sightseeing trips. They consist of men and women in their 20s and 30s -- and they come to see a sports event or concert, and usually leave right after the event is finished (Uzama, 2012).
Appendix E: Kyoto Journal Retail Locations

KJ is on sale in major bookstores worldwide including Taiwan, Singapore, Malaysia and Hong Kong. In addition, KJ can be found in the London and LA branches of Japan House, world-famous museums such as Los Angeles County Museum of Art and Museum of Modern Art New York, and fine Japanese gardens at Portland, USA and Cowra, Australia. KJ can be found in the rooms and lobbies of luxury hotels in Japan, at London Heathrow Airport, as well as Japan related festivals and art fairs overseas.

List format:
- Taiwan
- Singapore
- Malaysia
- Hong Kong
- London
- London Heathrow Airport
- LA branches of Japan House
- LACMA
- MoMA NY
- Portland, USA
- Cowra, Australia
- Luxury Hotels in Japan
- Japanese festivals and art fairs overseas

(remake of kyotojournal.org map)
Appendix F: Project Description from John Einarsen

PROJECT C.
A Proposal from Kyoto Journal
John Einarsen

Kyoto Journal is a non-profit, all-volunteer, award-winning English quarterly passionately devoted to sharing culture and building community. The magazine, now amazingly in its 32nd year, is eclectic, independent, international, and highly regarded. We view Asia from Kyoto, which we see as an international center and cross-roads of culture; our content is has a concentric focus; Kyoto at the center, then Japan, with wider views also including Asia (mostly East Asia and Southeast Asia). Our aim has always been to provide reality-grounded insights into Japanese/Asian culture as an alternative to mainstream media clichés.

We have contributors from around the world, and a thriving outreach on social media (Facebook/Instagram/Twitter) a well-stocked website (www.kyotojournal.org) and a regular email newsletter that anyone can sign up for. Now and again we have events that bring together local community; in addition we do some outreach by joining selected events here and elsewhere.

Our core staff is about ten; we work out of a small office near Doshisha University, from our homes, or from the 3rd floor of the Rohm Theater in Okazaki. However, all of us have other jobs to support ourselves, so time and resources are limited. This fact greatly constrains what we are able actually carry out.

The Heian Bunka Center was our sponsor for over 20 years (75 print issues), until circumstances in 2010 meant they had to withdraw funding for their various projects across Asia. After they ended their support, we went digital and published thirteen issues over seven years. We returned to print in 2017 and have produced five issues and three books since then. Our printer is local, known for its high-quality work, and expensive; it is an essential part of our Kyoto brand. So far, we have been able to raise enough funds to cover our primary overheads: printing, office rental. This is a tough uphill climb, but our long-term goal is to become sustainable and provide at the very least part-time employment for editorial/design staff, and be able to compensate contributors.

Kyoto Journal is an odd bird. We publish in a non-English-speaking country, but reach an audience largely located outside of it. The vast majority of our readers are in North America, followed by Europe, and Australia. We have recently expanded our distribution to bookstores in Hong Kong, Singapore, Malaysia and Taiwan in addition to Europe and the US—sales here are going well.
Despite having received a Ministry of Culture Award, and having had a distributor here place copies in bookstores nationwide, our profile or brand awareness within Japan is poor. This seems counterintuitive, but it is nonetheless true. We do have a small dedicated audience among residents in Japan, but our greatest potential market in Japan is naturally the tourists coming through (albeit with more than just a passing interest in the country)—and there are indeed plenty, except they are not visiting bookstores unless noted in guidebooks. Tellingly, KJ sells better in two branches of the ubiquitous convenience stores than they do in bookstores here (again, difficult for our distributor to pitch to their merchandisers so being able to expand beyond the two branches is uncertain). We do have a presence in a few local hotels, which has led to guests taking up subscriptions, but again it is very time-consuming to negotiate.

That all said, we are not merely looking to sell copies/subscriptions to tourists, but to broaden our network nationally among Japanese entities, whether public or private, and find greater recognition for our role in furthering the understanding of Japan overseas. This would help us create opportunities that could translate into a crucial source of income and support for Kyoto Journal. Certainly we could provide services ranging from translation and copywriting to graphic design.

We can’t quite figure how to raise our visibility and connect more to people in Japan, the younger generation and the great numbers of tourists that come here.

Of course, we have already given thought to this, and are already aware of possible solutions (bookstore talks, pop-up retail events downtown during peak season), but the main obstacle is our lack of time and resources to pursue them. We need fresh, alternative views. How can we use the platforms and tools we already have to our disposal most effectively? We need creative and practical strategies/events/projects that will raise our profile within Japan, especially among foreign residents, English-reading Japanese and international tourists.

Can you envisage innovative ways to build on our present foundations that are new and attractive to help us increase our visibility here?

You can find further background on KJ here: https://kyotojournal.org/about-us/
Appendix G: Interview Questions for KJ Staff

Here are some questions for the Kyoto Journal executive Lucinda Cowing in sequential order:

1. Which marketing and advertising tools has the KJ used previously?
2. What were the long and short term results of those trials?
3. Which tools have been the most successful financially?
4. Which tools have been the most successful promotionally?
5. Have there been strategies that the KJ has wanted to implement but could not consider due to time or resource constraints?
6. Does the KJ have alternative sources of financial income outside of subscriptions/advertising?
7. Have you considered ‘hyping up’ the advertising prospect of your journal?
   a. What advertising types do not have the ethos of your journal?
8. What types of advertisements would you be interested in having in the journal?
9. Who are the Kyoto Journal’s current sponsors?
   a. How did the KJ build a relationship with them?
10. How strong are the KJ’s relationships with its bookstores? The hotels you sell to? etc.?
11. Can you share the demographic statistics of your journal’s readership?
   a. Where is your biggest base of readership (geographically, generationally, etc)?

These are the questions we are going to use to direct the session with intern Ty Billman:

1. Why did you start working for the KJ?
2. What is your favorite aspect about the KJ overall?
3. How would you define the KJ’s image or identity?
4. How have you helped to promote the KJ?
5. Who are the KJ’s top competitors?
6. What other products or magazines are similar to the KJ?
7. What do you think people like about the KJ?
8. Who do you think enjoys the KJ’s content?
   a. What demographic or age group subscribes to the KJ the most?
9. From your perspective, what is the KJ’s marketing plan?
10. Where do you think/hope the KJ could be in 5 years in regards to audience size?
    a. 10 years?

Upon this relatively informal discussion with the KJ executives, we may have additional questions for them that will be documented during the session as it progresses.
Appendix H: Letter of Approval from IRB

Worcester Polytechnic Institute
100 Institute Road, Worcester MA 01609 USA

Institutional Review Board
FWA #00015024 - HHS #00007374

Notification of IRB Approval

Date: 19-Sep-2019

PI: Sphar, Jefferson A
Protocol Number: IRB-19-0654
Protocol Title: Modern Marketing: Growing Kyoto Journal’s Revenue and Subscription Base

Approved Study Personnel: Love, Sarah~Berner, Audrey~Higgins, Lorraine D~Snoddy, Gregory A~Sphar, Jefferson A~

Effective Date: 19-Sep-2019
Exemption Category: 2

Sponsor*:

The WPI Institutional Review Board (IRB) has reviewed the materials submitted with regard to the above-mentioned protocol. We have determined that this research is exempt from further IRB review under 45 CFR § 46.104 (d). For a detailed description of the categories of exempt research, please refer to the IRB website.

The study is approved indefinitely unless terminated sooner (in writing) by yourself or the WPI IRB. Amendments or changes to the research that might alter this specific approval must be submitted to the WPI IRB for review and may require a full IRB application in order for the research to continue. You are also required to report any adverse events with regard to your study subjects or their data.

Changes to the research which might affect its exempt status must be submitted to the WPI IRB for review and approval before such changes are put into practice. A full IRB application may be required in order for the research to continue.

Please contact the IRB at irb@wpi.edu if you have any questions.

*If blank, the IRB has not reviewed any funding proposal for this protocol
Appendix I: Pros and Cons of Proposed Deliverables

**PROS**
- Convenient and fun activity
- Provides anonymity for participant
- Cost effective

**CONS**
- Risk for lack of participation
- Response bias

**PROS**
- Excellent networking potential
- Organized and relevant resources
- Jumpstart for ground work early

**CONS**
- Not guaranteed results
- Time consuming
**Showcasing Collegiate Artists**

**PROS**
- **Loyalty** from younger audiences
- **Straightforward** business
- **Celebrates** local identity

**CONS**
- Young students have less funds
- Requires invested management

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**Innovative Market Segmentation Quizzes**

**PROS**
- Engaging for audience
- Beneficial data for marketing team
- Predicts reader interests

**CONS**
- Takes time to construct quiz
- Requires invested management
Appendix J: Visual Guide Deliverable

CONTACT PORTFOLIO

Modern Marketing: Growing the Kyoto Journal's Subscription Base

Name of Sponsor:
John Einarsen

Submission date:
08 October 2019

Project Managers:
Audrey Berner
Sarah Love

WPI
Scope of Work

This portfolio includes 4 chapters of organized strategic contacts. The each contact page includes a company name, company category, possible opportunities for collaboration, and contact information.
Chapters

01 Accomodations
Break down the tailored solution that you've created for your client. What are the different steps you'll take to help them reach their goals?

02 Influencers
Break down the tailored solution that you've created for your client. What are the different steps you'll take to help them reach their goals?

03 Craftsmen
Break down the tailored solution that you've created for your client. What are the different steps you'll take to help them reach their goals?

04 Subscription Boxes
Break down the tailored solution that you've created for your client. What are the different steps you'll take to help them reach their goals?
Chapter 1

ACCOMODATIONS
The Four Seasons Kyoto

**HOTEL**
Location: 445-3, MYOHIN MAEKAWA-CHO, HIGASHIYAMA-KU, KYOTO 605-0932, JAPAN

**CONTACT**
Manager: Alex Porteus
Website: [https://www.fourseasons.com/kyoto/](https://www.fourseasons.com/kyoto/)
Reach them through: [https://www.fourseasons.com/kyoto/contact-us/](https://www.fourseasons.com/kyoto/contact-us/)

**The rooms:**

Collaboration: POTENTIAL OPTION FOR SELLING BACK ISSUES, ADVERTISEMENTS, CROSS PROMOTIONAL SOCIAL MEDIA
The Thousand Kyoto

**HOTEL**
Located: 570 Higashishiokoji-cho, Shimogyo-ku

**CONTACT**
Phone: 354-1000
Website: [https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/en/](https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/en/)

**The rooms:**

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Collaboration: POTENTIAL OPTION FOR SELLING BACK ISSUES, ADVERTISEMENTS, CROSS PROMOTIONAL SOCIAL MEDIA
Hotel Granvia Kyoto

Hotel
Located: JR Kyoto Station, Chuo-guchi, Karasuma-dori, Shiokoji sagaru, Shimogyo-ku

CONTACT
Phone: +81-(0)75-344-8888
Website: https://www.granviakyoto.com/

The rooms:
The Junei Hotel Kyoto Imperial Palace West

Hotel
Located: 14 Sanchome, Higashihorikawa-dori-Shimochijamachi-sagaru, Kamigyo-ku

CONTACT
Website: https://www.junehotel.com/en/
Phone: 415-7774

The rooms:
Nanzenji Sando Kikusui

Ryokan
Located: 31 Nanzenji-fukuchi-cho, Sakyō-ku

CONTACT
Website: http://kikusui-kyoto.com/
To reach them: https://kikusui-kyoto.com/inquiry/

The rooms:

Collaboration: SHARING KJ, POTENTIAL OPTION FOR SELLING BACKISSUES, ADVERTISEMENT
Authentic Restored Machiya

**AirBNB**
Located: Kyoto

**CONTACT**
Owner: Kitano
Website: https://www.airbnb.com/users/show/23834498

**The room:**

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Collaboration: SHARING KJ, POTENTIAL OPTION FOR SELLING BACKISSUES, ADVERTISEMENT
Kyoto B&B Traditional House Room

AirBNB
Located: Kyoto

CONTACT
Owner: Misuzu
Website: https://www.airbnb.com/users/show/19363272

The room:
Sumida Nagaya

Guesthouse
Located: 2-47-14, Yahiro, Sumida-ward, Tokyo

CONTACT
Website: https://sumidanagaya.com/en/contact/

The room:
Garden Ryokan Yachiyo

Ryokan
Located: 34 Nanzenji Fukuji-cho Sakyo-ku

CONTACT
Email: info@ryokan-yachiyo.com
Phone: "+81-75-771-4148"
Website: https://kyoto-ryokan.co.jp/index.html#ryokan.kyoto

The room:
Influencers

Rinko Kawauchi

Contemporary Japanese photographer and international exhibitor with contracts. She has a very large following.

Global influence

rinkokawauchi.com

@rinkokawauchi

Examples of Rinko Kawauchi’s work.

She can be contacted at:
rinko_kawauchi@me.com
Influencers

Kathy Cheng

Design and culture blog: networking event series for international and local professionals. She has a smaller following.

 Mostly taiwanesse influence

@trickytaipei
trickytaipei.com

Example of her instagram account aesthetic

She is the owner and founder of the company Tricky Talks, an English language event series in Taiwan for professional networking.

She can be contacted through:
Instagram: @trickytaipei
Influencers

Dave Powell

Located in Tokyo, Dave is an expat photographer. He travels around the world sharing his work as a hobby. He has 10K followers on Instagram.

Online presence:
shottokyo.com
@shottokyo

Examples of Dave Powell’s work.

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He can be contacted through:
Instagram: @shottokyo
https://shottokyo.com/contact
Influencers

Piyatat Primtongtrakul

Based in Chaing Mai, Piyatat works to capture the daily life of people through his photography.

Thailand

@bankpyt

www.bankpyt.com

Example of his photography and Instagram account

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Can be contacted at:  
Phone: 66(96) 695 5520  
Email: p.primtongtrakul@gmail.com

For hiring inquiries:  
info@bankpyt.com
Influencers

Cha Tzu Tang

A group of Taiwanese entrepreneurs that are working on an environmental campaign "Grown in Taiwan." Comprised of all natural health, beauty, and skin care. Mostly taiwanesse influence

www.chatzutang.com

Their products and style

They can be contacted at:
Phone: (02)2586-2997
info@orientea.com.tw
Influencers

Faraway Eyes

The business was created by Jan-Frederik Rust, an art historian. He writes about photo collections, magazines, and exhibition catalogs.

Hamburg, Germany - focused on Japan

faraway-eyes.blogspot.com

Examples of photobooks he has done reviews on

<table>
<thead>
<tr>
<th>PHOTOBOOK REVIEWS</th>
<th>MISCELLANEOUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-E</td>
<td>FUJIWARA Atsuhi</td>
</tr>
<tr>
<td>F-J</td>
<td>FURUYA Seiichi</td>
</tr>
<tr>
<td>K-O</td>
<td>HASHIMOTO Shōkō</td>
</tr>
<tr>
<td>P-T</td>
<td>HIROKAWA Taishi</td>
</tr>
<tr>
<td>U-Z</td>
<td>INOSE Kou</td>
</tr>
</tbody>
</table>

They can be contacted at:
faraway.eyes.photography@gmail.com
Influencers

KyotoEye

Run by Ayumi Ikushima, a writer and a nationally accredited guide.

Global influence

kyotoeye.com

On Facebook as Kyotoeye

A page of her magazine

Garden tour photography

She can be contacted at:
Phone: +81-90-8482-2271
https://ssl.form-mailer.jp/fms/105c20a382638
ONESTORY

An influencer whose goal is to share their joys of Japan through photography and the written word

Global influencer

@onestorytraveller
www.onestory-media.jp/en/

Example of their Instagram account

They can be contacted through:
Instagram: @onestorytraveller
Chapter 3

CRAFTSMEN
THE KINDCRAFT

Founded in 2014
Arts, Crafts, and Design

The KindCraft has a smooth trustable design with sustainability at the forefront. Very professional and sheik looking. They have a magazine currently that showcases craftsmen, and shares artisan stories about producing products and sharing culture.

Company Owner

Lauren K. Lancy
- https://www.linkedin.com/in/laurenlancy

Website

www.thekindcraft.com

Instagram Account

@thekindcraft

They can be contacted at:
https://thekindcraft.com/about/contact/
Takezasado

Founded in 1891
Woodblock Printing

Established in 1891 under the name “Takenaka Mokuhan”, it produces traditional woodblock prints made by hand – a process passed down through each generation based on the techniques used over 1,200 years ago.

Company Owner

Kenji Takenaka

Woodblock printing

Location

737 Shin-Kamaza-cho,
Ayakoji-dori Nishitoin,
Shimogyo-ku, Kyoto-shi,
Kyoto

Website

www.takezasas.com

They can be contacted at:
075-353-8585 from 10:00-18:00
Many straps play an active role in many occasions, such as packing straps, aprons, parka hoods and hems, top wrapping straps, paper bag handbags and drawstring straps. And you will notice that these “strings” are indispensable for their purpose. That is “strings”. What we make and sell is “strings” with a sense of beauty among them, in other words, with artistic beauty.

Website
http://www.itokumihimote
n.com/

Braids

Location
Yubinbango 604-8071
Nakagyo-ku Kyoto, Kyoto
Prefecture Teramachi
hexagon northwest corner

They can be contacted at:
TEL: 075-221-1320
E-mail: info@itokumihimoten.com
Kyoto Artisans Concierge

Arts, Crafts, and Design

A bridge that connects people in search of genuine travel experiences with artisans.

Website
https://www.kyotoartisans.jp/en/

Location
9-1, Okazaki Seishoji-cho, Sakyō-ku, Kyoto-shi, 606-8343

List of craft contacts
- Nishijin-ori (Weaving)
- Kyo-yuzen (Dyeing)
- Kyo-shikki (Lacquerware)
- Kyo-sashimono (Woodwork)
- Kyo-yaki/Kiyomizu-yaki (Ceramics)
- Kyo-sensu/Kyo-uchiwa (Paper fan)
- Kinzoku-kōgei (Metalwork)
- Zogan (Inlays)
- Kyo-hamono (Cutlery)
- Kyo-hanga (Woodblock print)
- Take-kōgei (Bamboo)
- Kunko (Incense)
- Many other are included

They can be contacted at:
Arts, Crafts, and Design

The Kyoto Handicraft Center offers a wide range of great services for foreign tourists. In our comfortable shop, you can take as much time as you like to see and learn about traditional crafts of Kyoto.

Location
21 Shougoi Entomi-cho, Sakyō-ku, Kyoto 606-8323, Japan

Website
https://www.kyotohandicraftcenter.com/

Instagram Account
@kyotohandicraftcenter

They can be contacted at:
https://www.kyotohandicraftcenter.com/contact/
075-761-8001 between 10:00-19:00
Chapter 4

Subscription Boxes
A luxury book subscription designed for travellers. This is a quarterly box that distributes ethically made and limited edition art print. A portion of the proceeds goes to the education of women and girls.

**The Full Suitcase**
Holds three curated books, ethically made tea from the featured region, and a custom art print

**Backpacking Edition**
A single book, tea, and custom art print.

<table>
<thead>
<tr>
<th>PRICE OF BOX</th>
</tr>
</thead>
<tbody>
<tr>
<td>$109.99 - $569.99</td>
</tr>
<tr>
<td>$49.99 - $228.00</td>
</tr>
</tbody>
</table>

**Potential collaboration:**
Advertisements, or placing the Kyoto Journal into the box

**Location:**
United States

**Website:**
[https://www.thewordytraveler.com/](https://www.thewordytraveler.com/)

**Instagram:**
@thewordytraveler

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They can be contacted at:
support@thewordytraveler.com
Kizuna Box brings the world a taste of Japan through monthly 'seasonal packages'.

**Kizuna Individual Lifestyle GIFT Box**
6 to 8 high quality Japanese "goodies"  
$44.99

**Subscription of Monthly Lifestyle Box**
*Can be payed from month to month or for 6 months at a time*  
$34.99-$19  
4.94

**Kizuna Lifestyle Trial GIFT Box**
Smaller sample size of the previously mentioned boxes  
$24.99

**Potential collaboration:**
Advertisements, or placing the Kyoto Journal into the box

**Instagram:**
@kizuna_box

**Website:**
https://kizuna.cratejoy.com/

**Location:**
Japan

They can be contacted at:
discovery@linksolution.co.jp
Conclusion

The overall goal of this project was to help the Kyoto Journal investigate new marketing strategies and provide organizational tools for their staff. Throughout our background research, we’ve learned several key points about the basic pillars of marketing. The four P’s all play a critical role in the process of promoting a business successfully towards their target audiences. Our research also gave our team insight into the Kyoto Journal’s primary target audiences: expatriates and international tourists.

The most challenging aspects of our plan was successfully partnering with Japanese organizations in Kyoto with the language barrier in mind. Since the Kyoto Journal markets exclusively to English-speaking people, it was a large consideration to the team while conducting our research. Being prepared for this, and working patiently was a necessary precaution. We believe that by conducting this research and making useful national connections, we assisted the Kyoto Journal in laying the foundation for productive work in the future.
### Appendix K: Contact Portfolio Deliverable

#### ~ACCOMODATIONS~

**WPI,KJA19**

This chapter serves as an organized file of accommodation contacts. These include but are not limited to hotels, inns, and restauranteurs. They are not ranked in any particular order. This page serves as a tool to KJA staff members as a list of potential contacts for future networking purposes. The majority of these contacts have potential to collaborate through advertisements or retail.

<table>
<thead>
<tr>
<th>NAME</th>
<th>KEYWORDS</th>
<th>LOCATION</th>
<th>MISSION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Four Seasons Kyoto</strong></td>
<td>Hotel</td>
<td>4-6-3, MYOHON MAEKAWA-CHO, HIGASHIYAMA-KU, KYOTO 605-0092, JAPAN</td>
<td>Offers luxury accommodations in Kyoto. “Sunlight peaks through the tall, slender stems of bamboo that lead you to our intimate hideaway in Kyoto’s temple district. At our heart is the 900-year-old Shakujuen, a pond garden that firmly grounds our contemporary Hotel in tradition, artistry and natural beauty. Come morning, watch the sun illuminate the landscape outside your room’s floor-to-ceiling windows – cherry blossoms in spring, rich greenery in summer, vibrant red foliage in fall and snow-kissed mountain peaks in winter. Baguiling Kyoto keeps its secrets close. Let us show you where to find them.”</td>
</tr>
<tr>
<td><strong>The Thousand Kyoto</strong></td>
<td>luxury, hotel, accommodation, modern style</td>
<td>English address: 570 Higashioki-cho, Shimogyo-ku</td>
<td>From their website: “Reflecting how we provide the essence of wisdom and hospitality, synonymous with the ‘Millennial Capital of Kyoto’, to all our guests. This is how The Thousand Kyoto name came into being. Using a corporate logo incorporating one more circle than the symbol for infinity denoted ‘1000’ while also embodying our wish to strive for ‘millenarian infinity-inspired’ service that champions comfort. Moreover, it also signifies ‘mizuhiki’, a Japanese style of knot, representing our commitment and proximity to guests, as exemplified in the symbolically glowing mound prominently worn by each member of staff.”</td>
</tr>
<tr>
<td><strong>Hotel Granvia Kyoto</strong></td>
<td>luxury, hotel, accommodations, art, high-end</td>
<td>English address: JR Kyoto Station, Chuo-guchi, Karamatsu-dori, Shinkansen-station, Shimogyo-ku</td>
<td>Ideally located within Kyoto Station, Hotel Granvia Kyoto features an indoor swimming pool, a fitness center and 9 dining options. The hotel offers spacious rooms with chic decor and modern facilities.</td>
</tr>
</tbody>
</table>

**CONTACT INFO**

- **The Four Seasons Kyoto**
  - https://press.fourseasons.com/kyoto/
- **The Thousand Kyoto**
- **Hotel Granvia Kyoto**
  - https://www.granvia-kyoto.com/

**POTENTIAL COLLAB**

- **ADVERTISEMENT, RETAIL**

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83
NAME: The June Hotel Kyoto Imperial Palace West

KEYWORDS: hotel, luxury, accommodation, small hotel, nijo castle

LOCATION: 14 Sanchome, Higashihommachi Shimosagicho-Sagaru, Kamigyo-ku

WEBSITE: https://www.junehotel.com/en/

MISSION: The Kyoto Imperial Palace, where successive generations of emperors took up residence from the Heian to the Meiji Period, THE JUNE Hotel Kyoto Imperial Palace West is a small luxury hotel that stands just to the west of those historical grounds. With just 8 guest rooms, the rooms guarantee a space of approximately 50m² on average with plenty of facilities that allow guests to relax and unwind.

CONTACT INFO: Telephone: 415-7774

POTENTIAL COLLABORATION: ADVERTISING, RETAIL

BRAND IDENTITY/IMPACT: This hotel is also a standout for its location inside Kyoto. As a direct neighbor to the Nijo Castle, travelers come here seeking an older side of the city. KJ has the potential to tap into that here with travelers seeking refuge at the June Hotel.

NAME: Nanzensui, Sanjo, Kikusui

KEYWORDS: Japanese cuisine, washoku, kaiseki, kyo, ngege, yudofu, french cuisine, ryokan

LOCATION: English Address: 31 Nanzensui-Fukucho, Sakyo-ku

WEBSITE: http://kikusui-kyoto.com/

MISSION: The inevitable culture of Kyoto is one that has been passed down over many centuries. Kikusui is a place that embodies that culture in its Japanese architecture, cuisine and Japanese garden that transforms with each of the four seasons. There are five guest rooms exclusively available for lodging. Guests may enjoy exceptional Japanese and Japanese-styled French


POTENTIAL COLLABORATION: ADVERTISING, RETAIL

BRAND IDENTITY/IMPACT: This ryokan possesses a lot of the traditional side of Kyoto culture and art. We think that the KJ will be able to resonate with that and help market this towards a more English language focused group of travelers.

NAME: Authentic Restored Machiya

KEYWORDS: airbnb, machiya, westernized

LOCATION: Undisclosed for customer privacy

MANAGER: Kitano: https://www.airbnb.com/users/show/23834468

WEBSITE: https://www.airbnb.com/rooms/426234?source_impression_title=3_1587546068_dDMnbvW8d5oPS4

MISSION: Airbnb’s MISSION is to create a world where people can belong through healthy travel that is local, authentic, diverse, inclusive and sustainable. Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents and become hospitality entrepreneurs. Airbnb’s accommodation marketplace provides access to 7 million unique places to stay in more than 100,000 cities and 191 countries and regions. With experiences, Airbnb offers unparalleled access to local communities and interests through 40,000 unique, handcrafted activities run by hosts across 1,000+ cities around the world. Airbnb’s people-to-people platform benefits all our stakeholders, including hosts, guests, employees and the communities in which we operate. - airbnb website quote

CONTACT INFO: Must contact through airbnb website first. Phone number and email address are accessible that way

POTENTIAL COLLABORATION: ADVERTISING, RETAIL

BRAND IDENTITY/IMPACT: This airbnb is a small and friendly place for travelers to come and stay during their trip to Kyoto. It is a place where the KJ could place backdrops for the guests to enjoy at their leisure. This is an accommodation that costs around $150 dollars a night (as of Sept. 2019) and likely attract people who are willing to spend money on a magazine subscription.

NAME: Kyoto B&B Traditional House Room

KEYWORDS: Backissues, traditional, host, airbnb

LOCATION: Undisclosed for customer privacy

MANAGER: Mimi: https://www.airbnb.com/users/show/19383272

WEBSITE: https://www.airbnb.com/rooms/493869?source_impression_id=s1_1567573491.1eUX3vAGYLz5q7zqNY/NC8&guests=1&adults=1&children=0

MISSION: Airbnb’s mission is to create a world where people can belong through healthy travel that is local, authentic, diverse, inclusive and sustainable. Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents and become hospitality entrepreneurs. Airbnb’s accommodation marketplace provides access to 7 million unique places to stay in more than 100,000 cities and 191 countries and regions. With experiences, Airbnb offers unparalleled access to local communities and interests through 40,000 unique, handcrafted activities run by hosts across 1,000+ cities around the world. Airbnb’s people-to-people platform benefits all our stakeholders, including hosts, guests, employees and the communities in which we operate. - airbnb website quote

CONTACT INFO: Must contact through airbnb website first. Phone number and email address are accessible that way

POTENTIAL COLLABORATION: SHARING KJ, POTENTIAL OPTION FOR SELLING BACKISSUES

BRAND IDENTITY/IMPACT: This airbnb shows potential for future collaboration because they have a clean and professional aesthetic. They present themselves in a way that is aligned with the KJ’s brand. Its a place where a high end arts publication could set as a tool to elevate the atmosphere in a room. But at the same time, it would not be out of place in that location.
CHAPTER 2

~ INFLUENCERS ~

WPI.KJ.A19

This chapter serves as a organized file of “influencer” contacts. These include but are not limited to: photographers, travel bloggers, and Instagram “celebrities”. They are not ranked in any particular order. This page will serve as a tool to KJ staff members as a list of potential contacts for future networking purposes. The majority of these contacts have potential to collaborate through KJ review or advertisements.

NAME
Kathy Cheng

KEYWORDS
Taipei, influencer, meet-and-greets

LOCATION
Taipei

WEBSITE
trickytaipei.com

FOUNDED
2014

MISSION
Kathy Cheng is a writer and creative consultant based in Taipei. Tricky Taipei started as an English-language design and culture blog in 2014. Since then, it has grown into a vibrant online community Facebook, Twitter and Instagram.

In June 2018, Tricky Talks, an English-language event series that gathers international and local professionals for a relaxed evening of drinks and networking was started.

CONTACT INFO
@trickytaipei

POTENTIAL COLLAB
TOKYO ISSUE

BRAND
Kathy Cheng is an English speaking Taiwan native who is interested in sharing culture. She would be an ideal partner to share the KJ with Taiwan for the next issue.
<table>
<thead>
<tr>
<th>NAME</th>
<th>Rinko Kawashichi</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>Large influencer, Instagram, photography</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Global</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="http://rinkokawashichi.com/en/">http://rinkokawashichi.com/en/</a></td>
</tr>
<tr>
<td>FOUNDED</td>
<td>1998</td>
</tr>
<tr>
<td>MISSION</td>
<td>Quality and artistic photography from around the world</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="mailto:rinko_kawashichi@me.com">rinko_kawashichi@me.com</a></td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>Large influencer</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Rinko would be an excellent contact for the KJ with her skill for photography and large follower base on Instagram.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Dave Powell</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE</td>
<td>Photography, Tokyo, expat, Japan</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Tokyo</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://shooptoko.com/about-shooptoko">https://shooptoko.com/about-shooptoko</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>There are more than 750 posts within ShooTokyo of my favorite places in Tokyo. My travels or thoughts on photography is passionate about a lot of things in life as you will learn from reading my ShooTokyo. Photography is an on-going passion and is the basis of this blog. I work in Technology and I am lucky enough to have a job that allows me to travel around the world. The combination of my love for photography coupled with my frequent travels and bias for technology make a blog a logical and rewarding hobby for me.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="https://shooptoko.com/contact">https://shooptoko.com/contact</a> @shooptoko</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>10k Influencer</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Powell is an expat who is living in Tokyo, and would be a valuable photography contact for the KJ. He has enough followers to act as an influencer for the KJ as well, as his audience is definitely artfully focused.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Piyatat Prinrongrutikul</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE</td>
<td>Photography, Instagram influencer</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Thailand</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://www.bankprix.com/bio">https://www.bankprix.com/bio</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>An intimate photographer based in Chiang Mai, Thailand. As the daily instances in life filled with raw authenticity inspire me the most, I capture each and every moment as creatively as my lens and shutter allow. I create images spanning across portraits, food, beverages and brands.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td>Tel. 66(96) 696 5520 Email: <a href="mailto:p.prinrongrutikul@gmail.com">p.prinrongrutikul@gmail.com</a> For hire <a href="mailto:info@bankprix.com">info@bankprix.com</a> @bankprix</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>Large Influencer</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Piyatat is a potential influencer contact that photographs many scenes as well as daily life.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Cha Tzu Tang</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE</td>
<td>Sustainable soap/shampoo, environment</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Taiwan</td>
</tr>
<tr>
<td>MISSION</td>
<td>A new generation of Taiwanese entrepreneurs are seeking to highlight Taiwan’s place in the natural world. Among those at the forefront of the growing “Grown in Taiwan” movement is a brand called Cha Tzu Tang. Started in 1992 as a small company creating liquid soaps, Cha Tzu Tang has since expanded its product line to include a wide variety of naturally-made health, beauty and skin care products. What makes Cha Tzu Tang a leader in the Grown in Taiwan movement is the company’s commitment to working with local farmers to obtain the raw materials used in the creation and crafting of their products.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="https://shop.chazutang.com/">https://shop.chazutang.com/</a> (02)2588-2507 <a href="mailto:info@orientlava.com.tw">info@orientlava.com.tw</a></td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>Potential for product and advertisement</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Cha Tzu Tang would be a good supporter for the promotion of the Taiwanese issue</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Faraway Eyes</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE</td>
<td>Book review, photography</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Hamburg, Germany</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://faraway-eyes.blogspot.com/">https://faraway-eyes.blogspot.com/</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>In Faraway Eyes, Jan-Frederik Rust, an art historian living in Hamburg, Germany, writes that he considered the world of Japanese photographers' photo collections, magazines, and exhibition catalogs.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="mailto:faraway.eyes.photography@gmail.com">faraway.eyes.photography@gmail.com</a></td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>Review</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Faraway Eyes specializes in reviewing photography books, and may collaborate with the KJ on this.</td>
</tr>
</tbody>
</table>
NAME: KyotoEye
TYPE: tour guide, gardens, food, ikebana
LOCATION: Kyoto
WEBSITE: https://www.kyotoeve.com/
MISSION: Ayumi Iwashima is a writer as well as a nationally accredited guide. She has written three books about Japanese gardens, and specializes in ikebana.
CONTACT INFO: https://www.facebook.com/KyotoEye Phone: +81-90-8452-2271 https://ssl.form-mail.com/10520a362b38

POTENTIAL COLLAB: ADVERTISEMENT
BRAND IDENTITY/IMPACT: KyotoEye is an excellent program that may want to advertise in the KJ to attract more tourists to her programs.

NAME: ONESTORY
TYPE: Travel, photography
LOCATION: All of Japan
WEBSITE: https://www.onestory-media.jp/en/
MISSION: In order to spark the evolution of individual regions, we work with brands and makers on a variety of initiatives. We also forge media partnerships to implement multi-faceted projects. Our goal is to bring the charms of Japan to larger numbers of people around the world. The charm of Japan that we seek to promote is that of its individual regions. This regional charm is Japan’s true pride and treasure.
CONTACT INFO: @onestorytraveler
POTENTIAL COLLAB: PHOTOGRAPHY COMPETITION, INFLUENCER, REVIEW
BRAND IDENTITY/IMPACT: ONESTORY is an ideal contact for the KJ with a large follower base and the message of sharing Japan with the world. ONESTORY is an influencer with many followers and is definitely a strong potential business partner.

CHAPTER 3
~ CRAFTSPEOPLE ~
WPI.KJ.A19

This chapter serves as an organized file of “crafting” contacts. These include but are not limited to calligraphers, woodblock printers, and larger organizations. They are not ranked in any particular order. This page will serve as a tool to KJ staff members as a list of potential contacts for future networking purposes. The majority of these contacts have potential to collaborate through advertisements or providing giveaways.

NAME

KEYWORDS

LOCATION

WEBSITE

FOUNDED

MISSION

CONTACT INFO

POTENTIAL COLLAB

BRAND

IDENTITY/IMPACT

NAME: The KINDCRAFT
KEYWORDS: online, newsletter, crafters, sales, global, cultural
LOCATION: Global
CEO: Lauren K. Lancy; https://www.linkedin.com/in/laurieanstacy
WEBSITE: https://thekindcraft.com/
FOUNDED: Founded in 2016
MISSION: The KINDCRAFT shop is a curated collection of ethically-made goods and slow fashion. Our intention is to honor makers and culture-specific craft by sharing their stories. We’re opening our platform to brands and makers who, like us, are committed to sustainability, artisan partnerships, and contemporary designs made with natural materials. We will also offer fulfillment services and logistical support services geared towards independent makers and brands.
CONTACT INFO: https://thekindcraft.com/about/contacts They are open to fellow collaborators contacting them through this system
POTENTIAL COLLAB: SOCIAL MEDIA SUPPORT, ITEMS/PRODUCTS, ADVERTISEMENT
BRAND
IDENTITY/IMPACT: Smooth trustworthy design with sustainability at the forefront. Very professional design. Sharing artisan stories about producing products and sharing culture.
<table>
<thead>
<tr>
<th>NAME</th>
<th>TAKEZASADO</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>Woodcutting, artist, block printing, local, crafters</td>
</tr>
<tr>
<td>LOCATION</td>
<td>737 Shih-Kamaesa-cho, Ayakoji-dori Nakahori, Shintogyo-ku, Kyoto-shi, Kyoto</td>
</tr>
<tr>
<td>CEO</td>
<td>President Kenji Takenaka</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="http://www.takezasa.co.jp/index.html">http://www.takezasa.co.jp/index.html</a></td>
</tr>
<tr>
<td>FOUNDED</td>
<td>1891</td>
</tr>
<tr>
<td>MISSION</td>
<td>Established in 1891 under the name &quot;Takenaka Mokuhan&quot;, it produced traditional woodblock prints made by hand --- a process passed down through each generation based on the techniques used over 1,200 years prior. Under the direction of Mr. Kenji Takenaka, a fifth generation master printer, the company started Takezasa as a new venture and began making its own papers in 1999. In recent years, Takenaka has also created a product line called &quot;MOKUHAN&quot;, which aims to extend Takezasa's woodblock designs onto new materials (such as textiles and bamboo) and into new markets like interior decor and smartphone cases.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td>075-353-6665 10:00-18:00 Openness to collaboration not as clear for business of KJ's kind. They have had an article on them written by Kindraft</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>ITEMS/PRODUCTS</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Teaching traditional crafts, Woodcut printing, product / event planning, design proposal, manufacturing, woodcutting classroom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Yuki Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>knitting, braid, craft</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Yubinbang 604-8671 Nakagyo-ku, Kyoto, Kyoto Prefecture Teramachi hexagon northwest corner</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="http://www.leyukihihimo.com/">http://www.leyukihihimo.com/</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>Please take a look around your daily life. Many straps play an active role in many occasions, such as packing straps, aprons, parkas hoods and hems, top wrapping straps, paper bag handles and drawstring straps. And you will notice that these &quot;straps&quot; are indispensable for their purpose. That is &quot;straps&quot;. What we make and sell is &quot;straps&quot; with a sense of beauty among them, or in other words, with artistic beauty.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td>TEL. 075-221-1320 FAX. 075-221-1311</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>JOURNAL GIFTS</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Yuki Braid could be an interesting contact for the KJ for potential future giveaways</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Kyoto Artisans Concierge</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>artisana, tourism, tourists</td>
</tr>
<tr>
<td>LOCATION</td>
<td>9-1, Okazaki Seihyo-cho, Bakyoku-ku, Kyoto-shi, 606-8343</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://www.kyotoartisan.jp/en/">https://www.kyotoartisan.jp/en/</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>A bridge that connects people in search of genuine travel experiences with artisana</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="https://www.kyotoartisan.jp/en/contact-2/">https://www.kyotoartisan.jp/en/contact-2/</a></td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>JOURNAL GIFTS, ADVERTISEMENT</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>Kyoto Artisans Concierge would be an interesting avenue for the KJ to pursue for journal gifts as well as advertisements</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Kyoto Handicraft Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>crafts, touristor spot</td>
</tr>
<tr>
<td>LOCATION</td>
<td>21 Shougoin Entomi-cho, Bakyoku-ku, Kyodo 608-8323, Japan</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://www.kyotohandicraftcenter.com/">https://www.kyotohandicraftcenter.com/</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>KHC offers wide range of great services for foreign tourists. In our comfortable shop, you can take as much time as you like to see and learn about traditional crafts of Kyoto.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td>Open Daily 10:00 ~ 19:00 (Except Jan 1st &amp; 2nd)</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>SELLING KYOTO JOURNAL HERE, ADVERTISEMENT</td>
</tr>
<tr>
<td>BRAND IDENTITY/IMPACT</td>
<td>The Handicraft Center would be a good potential advertiser within the KJ, or a place where the KJ can be sold to tourists</td>
</tr>
</tbody>
</table>
This chapter serves as an organized file of “subscription box” contacts. They are not ranked in any particular order. This page will serve as a tool to KJ staff members as a list of potential contacts for future networking purposes.

### Template Version

<table>
<thead>
<tr>
<th>NAME</th>
<th>The Wordy Traveler, by cratejoy</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>books, travel</td>
</tr>
<tr>
<td>LOCATION</td>
<td>United States</td>
</tr>
<tr>
<td>MISSION</td>
<td>Luxury book subscription for the travelers who want to give back. The Wordy Traveler is a quarterly book subscription for those with wanderlust. Each quarter your curated box will transport you to an amazing destination with hand selected books from travel writers, ethically-sourced tea, and limited edition art print. A portion of the proceeds from every box will be given to help educate women and girls.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="mailto:support@thewordytraveler.com">support@thewordytraveler.com</a></td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>KYOTO JOURNAL, IN BOX, ADVERTISEMENT</td>
</tr>
<tr>
<td>BRAND</td>
<td>The Wordy Traveler is about giving back and changing the world one box subscription at a time. The KJ would be a valuable information asset to the people who subscribe to the box - as they are all travelers and avid readers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>Kizuna Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>stationary, lifestyle</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Japan</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://kizuna.cratejoy.com/">https://kizuna.cratejoy.com/</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>It’s our wish to bring you the most authentic and best real-time experience from Japan! We’re currently offering 2 types of subscription boxes that you can choose from: Kizuna Lifestyle Box and Kizuna Snack Box. Kizuna Lifestyle Box delivers to you monthly selections of 6 to 8 high-quality Japanese goodies that include ceramics, cloths, stationary, snacks and so on. Meanwhile, Kizuna Snack Box contains 13 to 16 seasonal and limited edition Japanese snack and beverage items coupled with 1 or 2 cultural and lifestyle items. Often times, these snacks are only available in a specific region or time of the year.</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td><a href="mailto:discovery@kizunancc.com">discovery@kizunancc.com</a> @kizuna_box</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>KYOTO JOURNAL, IN BOX, ADVERTISEMENT</td>
</tr>
<tr>
<td>BRAND</td>
<td>Kizuna Box would be a good choice of subscription box to put the KJ in because of the box’s theme and feel. They enjoy authenticity and deliver high quality goods to their customers.</td>
</tr>
</tbody>
</table>
Appendix L: Internal Network Deliverable

Template for Internal KJ Contacts

Hello! This form is a streamlined way to collect information on internal KJ contacts. This is a simple way for you to share your contacts with your coworkers. The data from this document will be automatically shared with an Excel spreadsheet that will help you organize all the information needed. Thank you!

Your Name

Your answer

NEXT

Never submit passwords through Google Forms.

Contact Name

Your answer

Contact's Category

- Independent Craftspeople / Artists
- Small Business Owner (local coffee shop, bookstore, etc)
- Social Media Influencer
- Professor or Academic Professional
- Accommodations (Hotel, Airbnb, Guesthouse, Hostel, etc)
- Friend of the Kyoto Journal
- Potential Sponsor
- Other:

BACK   NEXT
Potential Contact Collaboration

- Advertisement inside the KJ
- Interview
- Photography/Writing
- Graphic Design
- Giveaway inserts
- Review
- Sponsorship
- Sponsored Content
- Events
- Other: 

Additional Notes

Your answer
Appendix M: List of 2020 Tokyo Olympic Gold and Worldwide Sponsors

<table>
<thead>
<tr>
<th>Asahi</th>
<th>asics</th>
<th>Canon</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEC</td>
<td>NTT</td>
<td>NOMURA</td>
</tr>
<tr>
<td>三井不動産</td>
<td>meiji</td>
<td>LIXIL</td>
</tr>
<tr>
<td>ENEOS</td>
<td>東京海上日動</td>
<td>日本生命</td>
</tr>
<tr>
<td>FUJITSU</td>
<td>MIZUHO</td>
<td>SMBC</td>
</tr>
<tr>
<td>Bridgestone</td>
<td>DOW</td>
<td>GE</td>
</tr>
<tr>
<td>P&amp;G</td>
<td>SAMSUNG</td>
<td>TOYOTA</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>Alibaba Group</td>
<td>Atos</td>
</tr>
<tr>
<td>Intel</td>
<td>Omega</td>
<td>Panasonic</td>
</tr>
<tr>
<td>VISA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each company listed as an official Tokyo 2020 Gold Sponsor

Each company listed as an official Tokyo 2020 Worldwide Sponsor
Appendix N: Interview Consent Form

Informed Consent for Research Participation
IRB #: IRB-19-0654
IRB Approval Date: Click here to type

Study Title: Modern Marketing: Growing Kyoto Journal's Revenue and Subscription Base

Researchers: Audrey Berner (aberner@wpi.edu), Sarah Love (smlove@wpi.edu)

We're inviting you to participate in a research study. Participation is completely voluntary. If you agree to participate now, you can always change your mind later. There are no negative consequences, whatever you decide.

What is the purpose of this study?

We want to understand what customers and potential customers like about the Kyoto Journal.

What will I do?

Participation in this interview is entirely voluntary and you have the right to decline to answer any of the questions asked in this interview. You have the right to stop this interview at any point.

This interview will roughly take 20-30 minutes. We do not anticipate any risk associated with your participation.

Other Study Information:
How long will it take? 30-40 mins
Costs: None
Compensation: None

Who can see your data: the researchers, so they can conduct the study and analyze the data.
Type of data: Demographics, likes/dislikes
Informed Consent for Research Participation
IRB #: IRB-19-0654
IRB Approval Date: Click here to type

Signatures
If you have had all your questions answered and would like to participate in this study, sign on the lines below. Remember, your participation is completely voluntary, and you’re free to withdraw from the study at any time.

__________________________________________________________
Name of Participant (print)

__________________________________________________________
Signature of Participant ___________________________ Date

__________________________________________________________
Name of Researcher obtaining consent (print)

__________________________________________________________
Signature of Researcher obtaining consent ___________________________ Date

You may contact us via email at gr-Kyo19KJ@wpi.edu. You may also contact our faculty advisors from Worcester Polytechnic Institute (WPI) at jasphar@wpi.edu or gsnoddy@wpi.edu or ksnoddy2@wpi.edu. You may also contact the chair of the WPI Institutional Review Board (Prof. Kent Risamiller) at Tel.: +1-508-831-5019 and email kir@wpi.edu, or the Human Protection Administrator (Gabriel Johnson) at Tel.: +1-508-831-4989 and email gjohnson@wpi.edu.