

"WE ARE TOKYO" Branding Campaign TIAT Takes out "Best of the Best" in Japan Branding Awards 2019



Japan Branding Awards 2019

Haneda Airport International Terminal was named "Best of the Best", the highest honor at the Japan Branding Awards hosted by Interbrand Japan Inc. (Shibuya, Tokyo; Chief Executive Officer: Masahito Namiki) on Wednesday, 25 September 2019.

The Japan Branding Award 2019 is the second such event and was originally established to stimulate further growth by corporations and bodies that deploy branding strategies by recognizing organizations (corporations and organizations, businesses, services and products) that conducted outstanding branding campaigns over the three years from April 2016 to March 2019, highlighting the content of those campaigns and publicizing their efforts in the community. The awards select 10 brands based on a comprehensive analysis and assessment on how the organic connection of each contributes to the effect of the brand from the viewpoint of the brand's entire marketing activities, including building brand strategy, an experience base, creative development, and communication activities.

The judges commented that the continuous brand penetration activities of "WE ARE TOKYO" were recognized and that they applauded the fact that brand concept and practicality were firmly entrenched.

■ Japan Branding Award 2019

These awards were created last year by Interbrand Japan Inc. to provide support for further growth by corporations and bodies putting brand strategies in place. The award recognizes corporations, bodies, businesses, services and products that conducted outstanding branding campaigns, highlighting the contents of those campaigns and providing an opportunity to share those efforts.

Website: <https://www.interbrandjapan.com/ja/brandingawards/index.html>



Award Ceremony (Presented by Interbrand's Chief Executive Officer)



Cyclical Structure of Branding, Employee Satisfaction & Customer Satisfaction

- Judging Panel comment

Beyond the fact that TIAT is different to a standard corporation in that it is a special purpose company and the sense of belonging, which forms the base for the approach to branding, and top-down coercion produce few effects. Therefore, we applaud TIAT for the fact that their brand concept and practicality have become firmly entrenched through continuous brand penetration activities aimed at a difficult environment of 8,500 contractor employees and part time workers.

Such activities have not only led to TIAT being ranked as a 5-star airport and receiving various awards, the branding has begun to spread to airport users and the general public through social networking services, producing results outside the company. As such, we can expect to see further growth and development of the brand.

Judging Committee Chair: Masahito Namiki, Chief Executive Officer and Representative Director,
Interbrand Japan Inc.

Judging Committee Deputy Chair: Professor Risa Tanaka, President, Graduate School of Project Design,
Director and Vice President of Sendenkaigi Co., Ltd.

Professor Satoshi Akutsu, Department of International Corporate
Strategy, Graduate School of Business Administration, Hitotsubashi
University

- About WE ARE TOKYO

The "WE ARE TOKYO" branding project is an engagement initiative designed to enable the Haneda Airport's brand profile to penetrate through all levels of passenger terminal employees. The brand concept and message was created in 2015 to encourage all passenger terminal employees to work with pride toward a common objective of creating the nation's premier airport with which to welcome travelers from around the world in the lead up to 2020. Parts of the spatial communication engagement activity has been revealed to the public at Edo Lane on the 4th floor of the international Terminal, at the entrances and exits to and from the observation deck on the 5th floor, and at SKYROAD on the 5th floor. The objective is to foster a sense of unity throughout the airport and stimulate communication as the Haneda Airport brand is understood and permeates.

"WE ARE TOKYO" has also won awards from two of the top three global design awards, the Red Dot Award and the iF Design Award, over the past two consecutive years.

http://www.tiat.co.jp/we_are_tokyo/

The logo for "WE ARE TOKYO" features the words "WE ARE TOKYO" in a bold, black, sans-serif font. The text is slanted upwards from left to right, giving it a dynamic and energetic feel.

- About Interbrand Japan

Interbrand is the world's largest branding consultancy firm and was established in London in 1974. Interbrand Japan was established in Tokyo in 1983 as one of the top 3 Interbrand centers next to London and New York. It offers a total branding service to Japanese corporations, foreign-equity corporations, governments and government ministries and agencies as well as many other organizations and bodies.

<http://interbrandjapan.com>

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