

# Nankai Ferry News Release

August 25, 2017

Nankai Ferry Co.,Ltd

OSAKA

Wakayama

Tokushima

Nankai Ferry

## Campaign matching 3cities with Nankai Ferry!

Nankai Ferry Co.,Ltd (President : Shigeru Sakata) would promote the convenience of inbound passengers and the use of ferries, and we will enrich the multilingualization of indications onboard and on ship facilities. In order to make more use of the ferry, we would launch a campaign.

### 1. Main Purpose

Nankai group has been working as a transportation company to connect Osaka, Wakayama, and Tokushima by trains, buses, and ferries. Recently, numbers of foreign tourists have been increasing, and we are trying to invite tourists to not only Osaka, but to Wakayama and Tokushima as well. This time, we would shoot out a campaign named "Campaign matching 3cities with Nankai Ferry!" In the campaign, dialects, local products, and famous spots are made into a cute character. This campaign is made for passengers to enjoy the 2hour ride from Wakayama to Tokushima, and to introduce the great traditional culture of 3cities.

### 2. Date of the campaign

September 1<sup>st</sup>, 2017–November 30<sup>th</sup>, 2017

### 3. Details of the campaign

#### (1) A measure to make three cities more attractive.

##### Stickers for free

Dialects, local products, and famous spots are designed with original character, and we made it into 18 different stickers. On back of the sticker sheet, there's a guide of where to take trick photos at three cities. Take a photo with either Awa-odori costume on or with hand-hold plate, and put it on to any SNS with hash-tag, you would get the sticker sheet.

##### \*How to Entry

A. SNS is limited to Facebook, Instagram, and Twitter only.

- B. About the hash-tag, please use either #南海フェリー or #nankai-ferry.  
 C. Show your SNS page at sales office, and you will get a coin. That coin can be used at the capsule machine inside the sales office, to get the sticker sheet.  
 \*Sticker sheet can be bought by Japanese yen as well.  
 D. Place to show your SNS page  
 Nankai Ferry Wakayama Sales Office or Tokushima Sales Office



(Sticker sheet)



(Image of the capsule machine)

(2) Some measures to make your journey a fun time.

In order to have fun when on board, these items can be used.

① Costume for Awa-Odori.

It can be easily wore, and located on the ship.

② Hand-hold plate for photo

Hand-hold plates are free for rent at the ship information desk.

③ Japanese toys

Kendama, Otedama, Daruma-otoshi, and Hanafuda is free for rent at the ship information desk.

\*② and ③ is only available on ship number 4 through 7.



Kendama



Otedama



Daruma-otoshi



Hanafuda