

# ADVERTISING IN JAPAN

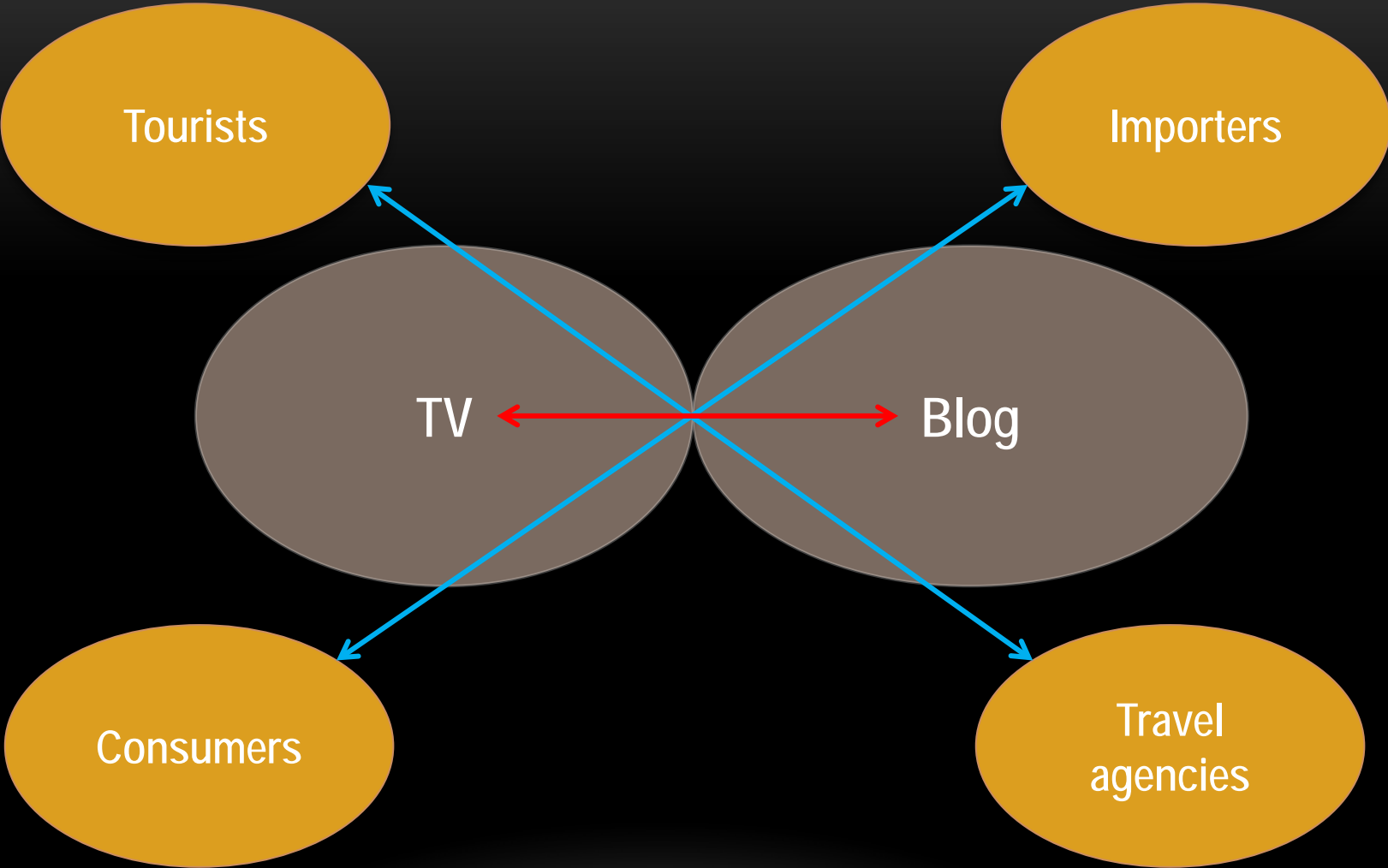
European presence in Japan

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# OVERVIEW

European culture has been highly appreciated among the Japanese for a few decade years. For these ten years TV and Internet have been an important role for its promotion in the country. Different TV channels broadcast almost everyday programmes related to sightseeing and culinary culture of European countries; they introduce not only touristic attractions and accomodation in most-visited cities, but also companies in foods or beverage industry in various regions.

Blogging platforms are important communication tools for Japanese to exchange and share information about their own experience (trip, study abroad, use of products, etc.), as you can see in Figure in the next page. Companies in different industry use blogs to study not only consumer trend, but also to look for potential business partners.



The blog marketing has spread Japan because word-of-mouth has been traditionally the most important strategy for every business and also private life. The Japanese naturally want to know testimonials based on one's own experience. Those who live in Europe collaborate with TV production companies for their shooting, and also organise a custom tour for operators and privates. This is the reason blogs have been important sources of information.