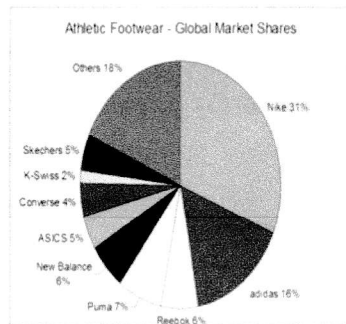


## Global Market Shares on athletic footwear



- Top Competitors
- Adidas 16%
  - Puma 7%
  - Reebok and New Balance 6%



### Rebranding Example

Category: Government Service

Product/Service: Public water fountain

Current Problems: Looks dirty, unsure if the water is really clean

Change in appearance/design: Sponsorship by water companies (Volvic, etc).

Other marketing ideas: Seasonal flavours – mikan/yuzu in winter?

Limit amount of water taken by one person (keitai sensor?)

Changes in price/distribution: 10 yen charge given to company's charity

New target customer: Especially eco conscious shopper

### REBRANDING CAMPAIGN

Use the following English expressions to make suggestions to your partner:

Why don't we	change/alter.....
Shall we	add.....
Let's	call it.....

CATEGORY: \_\_\_\_\_

SERVICE/PRODUCT: \_\_\_\_\_

CURRENT PROBLEMS: \_\_\_\_\_

CHANGES IN DESIGN/  
PACKAGE/APPEARANCE: \_\_\_\_\_

OTHER MARKETING IDEAS: \_\_\_\_\_

CHANGES IN PRICE/  
DISTRIBUTION: \_\_\_\_\_

NEW TARGET CUSTOMER: \_\_\_\_\_