

“Sideways” Media Event

June 9, 2009

Program Description

CTTC Japan organized its second annual press event during the California Japan Mission, capitalizing on the presence of 17 delegation members from California. This year, the event was organized in conjunction with 20th Century Fox Film Japan, distributor of the Japanese remake of the movie “*Sideways*,” featuring the film’s official Japan media premiere.

Given the theme of the movie, the main theme of the media event was food and wine. A California Wine Reception gave California delegates the opportunity to mingle with key Japanese media representatives one-on-one. CTTC Japan negotiated and successfully secured 280 bottles of Beringer wine on a complimentary basis via the California Wine Institute, Foster’s Asia and Sapporo Breweries.

The event was conducted at the extremely trendy Roppongi Hills complex, located in the heart of Tokyo. The presentation and movie screening were held at TOHO Cinemas within the Roppongi Hills complex, with 168 seats and a large screen – also used for the presentation of CTTC’s marketing programs as well.

Target Audience

Targeted Japanese media outlets for CTTC Japan’s communication efforts, including major lifestyle, travel, wine and culinary, women’s and men’s magazines, travel trade media, national newspapers, TV, radio and online media.



Objectives & Reach

- Communicate CTTC's Japan marketing efforts to Japanese target media, with a particular emphasis on California's wine and food message.
- Provide opportunities for California delegates to directly interact with Japanese media.
- Highlight CTTC's collaborative efforts with 20th Century FOX Film Japan in conjunction with the *Sideways* movie promotion.

Results & Accomplishments

- A total of 109 major Japanese media representatives attended the event.
- Secured media coverage on the event itself in the following media outlets, among others:
 - ⇒ Travel trade media: Travel Vision, Wing Travel, etc.
 - ⇒ Web magazine: Web Tokyo Calendar, Yomiuri Online
 - ⇒ Journalist's blog: Happy Travel Days, ROADSHOW magazine's blog

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