

TITRUS

COMMUNICATIONS

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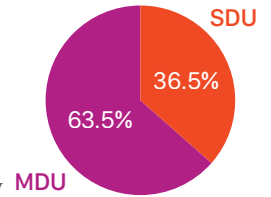
EXECUTIVE SUMMARY

SITUATION

Titus Communication is a communications company composed of two Japanese companies, Toshiba Corporation and Itochu Corporation, and two American companies, Time Warner and US West. The CEO, Lee Daniels, has been tasked with the responsibility of introducing bundled cable TV, internet, and telephone services to a new city in Japan: Yokohama, the second largest Japanese city. As the company brings these products to this new market, they have also decided to completely rebrand Titus. This presents a unique challenge and opportunity. Titus can successfully introduce their products to Yokohama by understanding consumers, creating a distinctive brand identity, and utilizing strategic marketing tactics.

YOKOHAMA CONSUMERS

The city of Yokohama has a population of 3,724,844, with the majority of the city's labor force between the ages of 15-64 years old. Of this segment, the two main groups of customers Titus should focus on serving are individuals who live in multiple dwelling units (MDUs) and single dwelling units (SDUs). There are 1,657,500 total households that fall into these two categories, 63.5% MDUs and 36.5% SDUs, presenting a promising target market. These individuals range in their characteristics but share some distinct commonalities in their buying behaviors. Japanese consumers tend to be very smart with their purchases and do not take marketing at face value. They demand quality in their products and depend on branding, service, and packaging to help them make their purchase decisions. Understanding these Japanese consumers will help Titus understand who they are talking to and how to best communicate with them.



BRANDING

Titus must have a relevant and memorable brand to introduce their services to the market. These key brand elements are their logo, which consumers must be able to easily associate with the brand, the slogan, which must succinctly communicate what the company stands for, and the spokesperson, who must embody Japanese success and loyalty. Titus has created a new, fresh logo, chosen "Connection reimagined" as their slogan, and identified Hayato Sakamoto as the ideal spokesperson. Finally, Titus must build brand recognition with consumers through branded names for their individual products and for their foundational product bundle. These names will all start with "ti." to create instant recognition to the Titus brand name. These various elements will create a distinct brand that Japanese consumers can instantly recognize and feel a strong connection to.

TACTICS

Titus must use effective marketing tactics to reach their ideal consumers and to spread the message of their brand. The marketing tactics will be built to influence consumers in the MDU and SDU segments. These marketing tactics will take the form of TV commercials, digital advertising, brand partnerships, in-person efforts, etc. Titus will also leverage the key strategic partners of the 2020 Japan Olympics, the Nippon Professional Baseball league, and PlayStation. Through these bold partnerships, Titus will achieve access to a wide variety of potential Japanese customers and can leverage the strength of these national brands.



CONCLUSION

In conclusion, Titus has incredible potential to be successful in the Yokohama market. With powerful products and a strong company, Titus has the bandwidth to build and execute on an effective launch strategy. Titus will achieve the best results as they focus on understanding who their customers truly are, clarifying the messaging around their brand, and using strategic marketing tactics that will speak to consumers. With these efforts, Titus can soon become an undeniable staple of life for Yokohama residents.

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TITUS HAS TO REBRAND AND PENETRATE THE COMMUNICATIONS MARKET IN JAPAN. THE REGION TITUS WILL BE TARGETING WILL BE YOKOHAMA, JAPAN.



INTRODUCTION

Titus is responsible for introducing cable TV, internet, and telephone service to the market of Yokohama, Japan. Since this company is new to Yokohama, it will need a strategic plan to penetrate the market and overcome low-brand awareness. This report will include the best possible market segmentation, buyer profile, and 4P analysis for Titus to successfully enter the market. After Titus has established these categories, they will be better prepared to provide effective channels and select the most promising strategic partners. These partnerships will allow Titus to create an effective plan for creating promotion and tactics to reach their target market of buyers.

LOGO

Titus has two logos that stem from the same family of design. The first, is a lettermark logo using the purple and dark pink gradient to spell out the name Titus. The letters are symmetrical, with the exception of the second “T” which is used as the abstract logo for Titus. The abstract logo singles out the unique “T” and using the brand’s sans-serif font will have the name Titus written out beneath.



COMMUNICATIONS

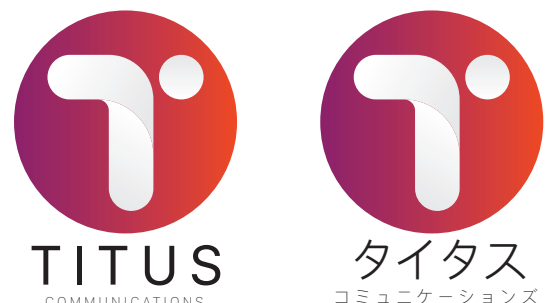
Lettermark logo



TITUS
COMMUNICATIONS

タイトス
コミュニケーションズ

Abstract logo



TITUS
COMMUNICATIONS

タイトス
コミュニケーションズ

Abstract circle logo

SLOGAN

“Connection Reimagined” will be the slogan for Titus. This slogan will evoke a sense of innovation to the Japanese consumers in the industry, who are known to respond well to technology and innovation.

**“CONNECTION
REIMAGINED”**

CELEBRITY ENDORSEMENT



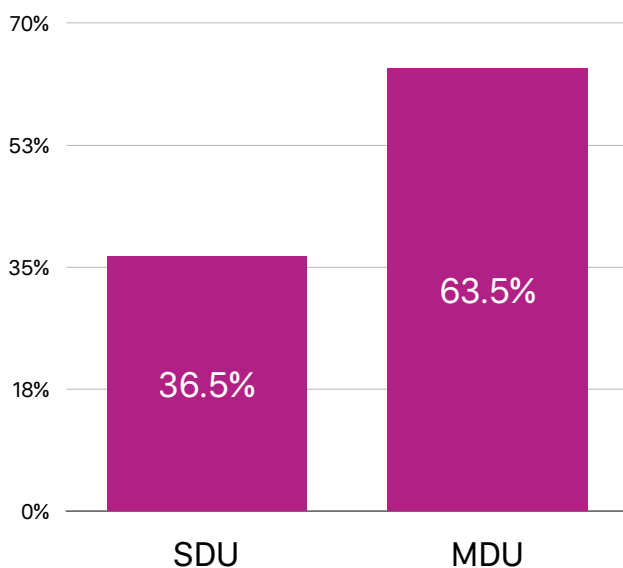
As will be mentioned below, one of the strategic partners Titus will use will be the Nippon Professional Baseball league. With the NPB league being a strategic partner, Titus will have Hayato Sakamoto be one of the two celebrity endorsements. Hayato Sakamoto is the shortstop for the Yomiuri Giants. Sakamoto was the 2019 Central League Most Valuable Player (“NPB Most Valuable Player Award”). Sakamoto is 31 years old (“Hayato Sakamoto”) which is the average age of the people who Titus will target to use the company’s communications bundle. Sakamoto has been in the league since 2007 and has been a consistent and keystone player in the league that both generations in the target segment can relate to.

MARKET SEGMENTATION

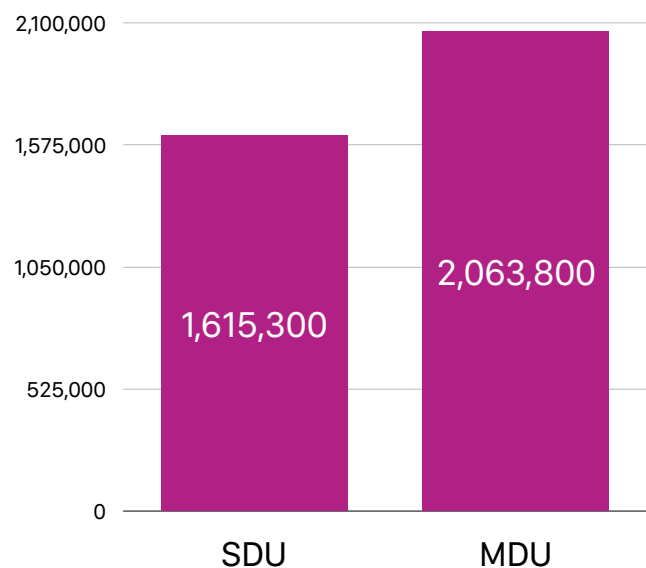
SIZE

In Yokohama it is estimated there are a total of 1,615,300 people who live in a single dwelling unit (SDU) and a total of 600,600 SDU households. This accounts for up to 36.5% of the households in Yokohama (“Housing and Land Survey 2018”). Most of the Yokohama population lives in a multiple dwelling unit (MDU). It is estimated that there are 2,063,800 people who live in a MDU and a total of 1,045,000 MDU households in Yokohama. The MDUs account for the majority of housing, 63.0%, in the city of Yokohama (“Housing and Land Survey 2018”). With SDUs and MDUs combined there are a total of 1,657,500 households in which Titus can have their bundle package being used within those households (“Housing and Land Survey 2018”).

**TYPE OF DWELLING IN
YOKOHAMA, JAPAN**



**# OF PEOPLE AND TYPE OF
DWELLING IN YOKOHAMA, JAPAN**



TARGET SEGMENT

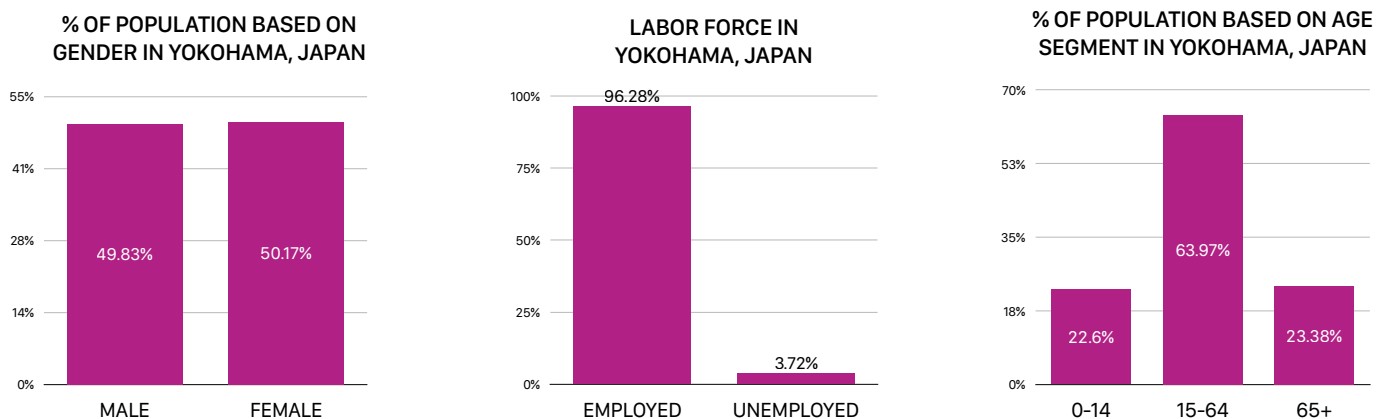
There are two segments Titus is focusing on: the household members of the SDUs and the MDUs. For targeting tactics, both have similarities but differences as well. This primary difference comes from the gatekeepers who will have the purchasing decision and power.

People who live in MDUs do not have control of choosing their communications services and do not have decision power. The decision power resides with realtors, owners, management companies, HOA associations, or anyone who is in charge of the utilities and facilities of a MDU. Due to this fact, in order for Titus to have their packages used by household members in MDUs, Titus will target the following individuals mentioned above. Once the gatekeeper has agreed to allow Titus to be the main provider, Titus will then aim to sell to the individuals who live in a MDU.

The target segment for household members in the SDU will focus around the main earner of the SDU who has the decision power. There will be different tactics to target the gatekeepers of the MDUs. The same tactics will be used for those who live in a SDU or an MDU.

DEMOGRAPHIC

As of 2015 the total population in Yokohama was 3,724,844 (“Statistics of Japan, Social and Demographic Statistics”). Of the total population in Yokohama, 49.83% are male and 50.17% are female. In addition, 22.6% are zero to 14 years old, 63.97% are between the ages of 15 to 64 years old, and 23.38% are 65+ years old. In the total population, 60.58% are in the labor force (“Statistics of Japan, Social and Demographic Statistics”). Of those in the labor force, 96.28% are employed and 3.72% are unemployed. The annual income for people who live in Yokohama is ¥6,776,341 yen, which is roughly equivalent to \$63,700 USD (“ERI Economic Research Institute”). The main earner who lives in a SDU makes between ¥3,000,000 to ¥9,000,000 yen per year and is in the range of 40 to 79 years old (“Housing and Land Survey 2018”). The main earner who lives in a MDU makes under ¥5,000,000 yen per year and is in the range of 30 to 69 years old (“Housing and Land Survey 2018”).



BUYING BEHAVIOR

Japan’s consumers have started to change their buying behaviors to become more in line with how Europeans and Americans buy their products. Consumers in Japan are known for seeking out more luxurious and higher quality products (“The New Japanese Consumer | Mckinsey”). However, according to a survey conducted by MyVoice Internet in 2009, 37% of consumers had cut their overall spending. Contrastingly, 53% declared themselves more likely to spend more time to save more money. This shift in buying behavior has forced these higher end companies to make changes in their strategies to help their customer traffic. For example, a lot of Japan’s leading skincare companies have begun to introduce lower-priced products. Another change that is occurring with the Japanese consumer market is that people are starting to spend more time at their homes. A recent MyVoice Internet survey found that the top four ways people chose to spend their days off were surfing the internet, watching television or reading the newspaper, sitting around the house, or listening to music

(“The New Japanese Consumer | Mckinsey”). With more and more people in Japan spending time at home, the demand for an affordable and home oriented service will increase. Japanese are considered the most demanding customers when it comes to the quality of a product or service (“How to Win the Hearts and Trust of Japanese Consumers”). The explanation behind this is that quality evaluation does not end with the product, but includes service during the sales process as well as after-sales service. In addition, Japanese consumers value brand information, service, packaging & advertising as the main factors in evaluating quality and in making purchase decisions. Out of the 27 nations surveyed by the Edelman 2016 Trust Barometer, Japan ranked the lowest in terms of trust in business and media institutions (“How to Win the Hearts and Trust of Japanese Consumers”). The results also showed that verification behavior was especially high in Japan. Meaning, that they used tools such as search engines as a trusted source of information. Therefore, Titus should not expect that Japanese consumers will take their marketing messages at face value. But rather expect them to do online research to check what other customers are saying about the company and service.

BUYER PROFILE

Sara and Haruto will be most responsive to Titus’s product linking cable, internet, and cellular for SDU houses. Sara and Haruto are around 30-40 years old. They live with Sara’s parents, as it is not uncommon for the Japanese to live with relatives outside of the nuclear family. Both Sara and Haruto will experience the benefits of the package, but most likely for different reasons. Haruto is a great candidate for the package because of his position to afford the package. Titus believes he would be interested in the cellular and internet package to finish his work at home that he couldn’t at the office. Additionally, Sara and her children would benefit from this package deal. They would most likely be more excited for the cable offering. After school Sara picks up her children and has them do homework, study, chores, and crafts. After they finish everything, they have an hour of free time before Haruto gets back from work. The family can use the cable package to relax at the end of the day.



The profile for the MDU is similar but has a few differences. Yua, a recent 24-year-old university graduate. She has just moved out of her family house and is moving into a high-rise apartment with three of her cousins who are also new to the workforce. Yua would benefit from Titus’s cellular, internet, and cable package. Yua enjoys being connected to her friends, which is why the internet aspect of the package is crucial. Yua enjoys having cable for the benefit of inviting other friends and family to come over and watch their favorite television shows.

In order for Titus to reach Yua, the company needs to convince the gatekeeper, Taishi the landlord and building owner. Taishi owns three apartment buildings and is constantly looking to expand his real estate business. In order to do so, he realizes that he needs to cut costs so he can save more capital to put a down payment on a new apartment complex. Taishi realizes that spread of variable costs come from cable TV, internet, and telephone services. Taishi also gets frustrated with the time spent having to deal with three different companies with three different services. Taishi would be more than ecstatic to have a company be the main provider for his buildings if a company offers all three services and can also cut costs down as well.



4P ANALYSIS

PRODUCT

Titus will provide a comprehensive communication package to the residents of Yokohama, by providing bundled cable TV, internet, and telephone services. While Titus does have competitors for these individual products, the company will be the first to introduce these products in a bundle to city residents. A strength of the company’s products is their newly installed fiber optics grid system. This will allow seamless integration of these various communication services. These product offerings are powerful alone but are more powerful when consumers can use them together.

“ti.TV”

Using fiber cables, Titus can provide incredible television viewing experiences for every type of customer. Titus offers live and on-demand shows and hundreds of channels, including top Japanese channels like NHK, Nippon Television, TV Asahi, TBS, TV Tokyo, Fuji TV, and WOWOW. Titus even offers specialized offers for those interested in sports, which includes live statistics and game scores, and family programming, which includes parental controls and age-appropriate content. With this variety of offerings, Titus could segment the number of channels and channel types, based on customer willingness to pay. Titus also provides DVR, voice-controlled remote services, and all services come in 4K Ultra HD quality. A viewer’s TV experience can be further enhanced when coupled with Titus’ internet services. Internet-based video streaming apps, such as Netflix and YouTube, and Amazon Prime, will elevate the consumers viewing experiences (subscriptions to various streaming services are not provided by Titus).



“ti.Internet”



Titus provides incredible internet services. This includes some of the fastest available internet, with download speeds up to 200 Mbps. With Titus, the internet is reliable and has an unmatched, all-around, in-home Wi-Fi experience. Furthermore, individuals who use this internet service are guaranteed free access to thousands of Wi-Fi hotspots nationwide. Security is a top priority for Titus, and premium deals include an advanced security service. The Titus modem and routers provide the most seamless internet experience, but the service also allows users to use their own modem and router to reap the benefits of this extremely fast and reliable internet. As previously mentioned, Titus internet can connect to Titus television services to provide access to online streaming portals.

“ti.Phone”

Titus offers both landline and cell phone services with the best clarity. With Titus, consumers get the safety and reliability of a home phone for less than they’re paying the phone company. Landlines have unlimited, local and long-distance nationwide calling. Titus’ cell phone network allows consumers to enjoy unlimited nationwide talk and text, voicemail, plus 12 popular calling features, including caller id, three-way calling, and anonymous call rejection. Cell phone services can be purchased by the gigabyte, or by unlimited data. For this mobile service, customers need to have purchased the internet services. This cell phone service has incredible LTE coverage and millions of hotspots across the country that phones automatically connect to. Customers can bring their current phone and connect it to the network or purchase a phone through Titus. Titus will even allow individuals to keep their current phone numbers when they switch from another provider.



COMPETITIVE ANALYSIS

As Titus considers expansion into Yokohama, they need to analyze key competitors of each product service. At this time, there are cable TV, internet, and telephone service providers in the area, but not a company that connects the three services together. Titus hopes to fill this gap.

When analyzing cable TV, there is one primary competitor: Sky Perfect. Sky Perfect, a JSAT group, is one of the top television services providers in Japan. In 2019, Sky Perfect had an annual revenue of \$1.7 billion USD (“SKY Perfect JSAT’s”). They use satellite technology to provide their customers with broadcasting and on-demand services. Sky Perfect’s television broadcasting includes access to music, foreign dramas, sports, Japanese dramas, animation, etc. Sky Perfect provides three various services, “Basic”, “Premium”, and “Premium Hikari”. The highest service level includes 156 HD channels and the lowest includes 69 non-HD channels. Sky Perfect does not provide the same variety of entertainment Titus does. They also use satellite technology, which has a history of being less reliable and more difficult than cable television.

The next key competitor is NTT Communications, whose total revenue was \$19.6 billion USD in 2019 (“Financials”). NTT excels in telephone services and provides both landlines and cellphones. To get a landline installed, customers must apply and pay all necessary installation and annual subscription fees. NTT also offers cell phone services, including rate options that are based on minutes or flat rates with no time limit. NTT offers a wide variety of plans for a variety of income levels. The sheer amount of options could be overwhelming to consumers and make decisions difficult. The strength of NTT is their long-standing presence in the Japanese telephone industry. Many consumers already trust them. Titus will have to overcome the brand loyalty that many consumers already have for NTT’s phone services.

At this time, there are no clear competitors for internet providers. Some of the other top internet providers are Asahi Net, Assist Solutions, and Rakuten Broadband Premium; though, their reach is not significant enough to cause a major threat to Titus (“Plaza Homes Ltd.”). The main obstacle for Titus will be clearly communicating the value of its internet services and the key role it plays in integrating cable TV, internet, and telephone services.

Overall, Titus does have strong competitors, who are extremely specialized. Titus will be successful over these other companies, and can provide the best overall experience, when consumers couple these services together.

PRODUCT NAMES

The product names will use the first two letters of Titus and will be placed in front of the Titus Product. For example, the product names will be ti.Internet, ti.TV, and ti.Phone. All of these products are a part of the bundle package which is named the white ti.ger package.

PRICE

PRODUCT PRICE

Titus will charge the following prices for their individual services. These numbers are based on current industry standards and how Titus compares to these standards. For cable, the average monthly cost of cable in Japan is \$24.25 – \$43.10 (“Home”). Titus will charge \$40 due to its high end services. For landline, NTT, Titus’ top competitor in landlines, charges prices ranging from \$15.27, for basic free calling for calls under 5 minutes, to \$24.25 monthly, for basic domestic calling free for 24 hours. Titus will price themselves at \$20 monthly for its top services, to attract users who may already be loyal to NTT (“List of Basic Plans”). For mobile phones, the average monthly price for cell phone services in Japan is between \$62 and \$89 (“Mobile Phone Prices in Japan”). Titus will charge \$75. Once more, they will offer a slightly discounted price to attract users away from NTT, the market leader. For the internet, the average monthly price for internet services in Japan is \$30-60 per month. Titus will charge \$63 monthly due to their superior internet services (“U.S. vs. Japan: Residential Internet Service Provision Pricing”).

BUNDLING

Titus’ promotional efforts will focus on encouraging purchasing these products in a bundle, which will be known as the “white ti.ger” bundle. Titus chose this name for their primary product bundle because it aligns with the brand name of Titus and its collection of products (the ti.Internet, the ti.TV, and the ti.Phone). Also, in Japanese culture, the white tiger is “renowned for its majestic fierceness” and “symbolizes strength, courage, ...[and] vision” (“What’s the Meaning of a White Tiger?”). Titus believes this symbolism will resonate with consumers and will brand the company as powerful and

visionary. The white tiger bundle will be the foundational bundle Titus uses to introduce their integrated services into the market. It will offer cable TV, internet, and telephone services at a discounted rate of their individual costs. Bundling these services together is the key differentiator between Titus and its competitors. The ability for service integration (ex. using the internet services to access additional channels and apps on the TV) will elevate each individual product experience and increase its value. Based on the aforementioned market pricing data and analysis of bundled offerings in the US market, Titus should price this



three-product, “white tiger” service at \$175 USD monthly (individual Titus services would cost \$200 a month). Titus should also offer bundles with just two of the three products for customers who are not ready to adopt the full white tiger bundle. Consumers can purchase just phone and internet services for \$145 USD monthly (valued at \$158 USD), just TV and internet services for \$95 USD monthly (valued at \$103 USD), and just phone and TV services for \$125 USD monthly (valued at \$135 USD). Titus should offer a slight discount for its various bundles. Though, for a sustainable strategy, they should focus marketing on the benefit of product integration rather than on lowering the prices significantly (“Gleason”). Additionally, there are no competitors in the market that would require Titus to undercut prices. Titus should start by offering these standard bundles and rates to the market. If they are well-received, and consumer segments demand bundles that are more specific to their needs, the company should expand their offerings to a more comprehensive, tiered list of bundles.

PLACE CHANNELS

Titus will use a variety of channels to promote their products and bundle offers. Titus will use online advertisements, television commercials, billboards and other public signage, strategic partnerships, and other guerilla marketing tactics. Through these efforts, they will effectively reach individuals living in MDUs, gatekeepers of MDUs, and individuals living in SDUs. The marketing tactics listed below will go into depth on how Titus will use these specific channels and the relevant promotions associated with each.

2020 OLYMPICS

The 2020 Summer Olympics are scheduled to be held in Japan. The events will take place in 34 venues near Tokyo, including the International Football (Soccer) Stadium in Yokohama (“Tokyo Olympic Venues”). The Olympics will provide an effective channel for companies to target Japanese citizens watching events in-person or on television. Titus should become a “Tokyo 2020 Olympic Gold Partner” to leverage this channel. This is the highest tier of local sponsorship available and will help get their promotions in front of the Japanese nation. As a gold sponsor, Titus can identify themselves as sponsors of the Olympics and provide their services to any athletes or sponsors (“Kitagawa”). This can look like olympic-themed national advertisements prior, during, and after the Olympics. Titus also will be allowed to place their newly designed logo on a piece of equipment in the arena. Achieving this sponsorship status will cost about ¥15 billion yen (\$119 million USD), but will provide largely increased market awareness of Titus’ product suite (“Kitagawa”).

NIPPON PROFESSIONAL BASEBALL

Nippon Professional Baseball (NPB) would be another great strategic partner. Data published in 2018 by Japan’s Central Research Services revealed that baseball was comfortably the most popular sport in the country, with 48% of respondents naming it as their favorite sport. The data also showed Shohei Ohtani to be the country’s favorite sportsman, who is currently a player in the U.S. Major League Baseball (“Japanese Baseball Finds Itself at a Crossroads”). In fact, The National High School Baseball Tournament is still the most-watched sporting event in Japan with over 50,000 people in attendance and millions more watching on NHK (“Japanese Baseball Finds Itself at a Crossroads”). This would also be a great strategic partner for Titus to partner with to create local brand awareness. With such high popularity, NPB would be able to help

create a massive amount of brand awareness across Japan. Titus would also be able to become a sponsor with Yokohama DeNA BayStars, which is a team based out of Yokohama. This would allow residents in Yokohama to see Titus's branding at the stadium and in games. Titus could also provide discounted tickets to games with residents that signed up for the bundle service. This would provide an incentive to buy Titus over other providers in the area, while driving the sales for Yokohama DeNA BayStars. A partnership between the NPB and Titus would be mutually beneficial.

PLAYSTATION

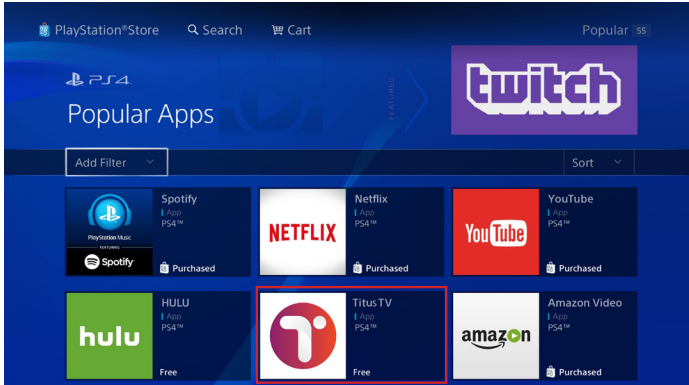
PlayStation would be a dynamic partner because of the trend of watching television on the internet. The PlayStation console would be the catalyst to allow Titus to penetrate this market. Partnering and developing an application where the Titus cable subscription can allow consumers to watch television via Titus while still maintaining the advantages of having internet and telephone as part of the bundle. More will be explained below of the specific tactic Titus will take in order to leverage the partnership with PlayStation.

PROMOTION

SDU

PLAYSTATION AND TITUS TV

As of February 2020, there are 7.4 million PlayStations owned by households in Japan (“Soft & Hard Weekly Sales”). In order for users of PlayStations to have the full benefit of their video game console, internet connection is crucial. According to the Nomura Institute of Research, it is predicted that by the year of 2024, there will be 32.21 million houses that will be using internet based TV services (“IT Navigator 2019 Edition”). With this knowledge Titus can benefit from a partnership from PlayStation by eventually offering an app on the PlayStation App store. AT&T has a similar service called “AT&T TV” which is an app that can be downloaded on a console and allows a user to watch TV through internet services (“AT&T TV”). In order to capture the fast growing market of users watching TV via the internet, Titus can create the “Titus TV” app that can be included on the PlayStation App Store. Anyone that has the Titus white tiger bundle can use the cable subscription to login into the Titus TV app and watch TV via the internet.



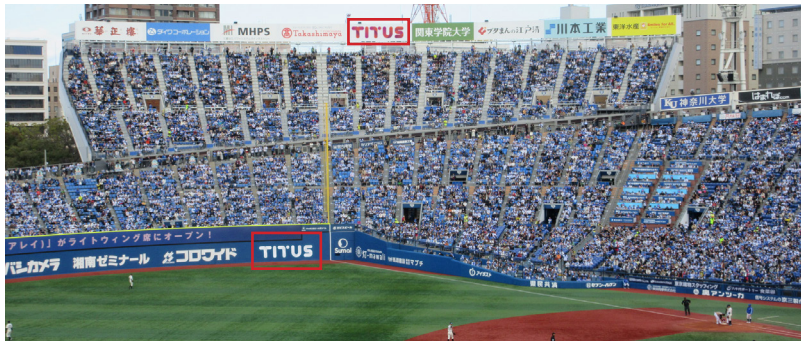
NIPPON PROFESSIONAL BASEBALL LEAGUE

Titus will leverage the strategic partnership of the NPB league and use this partnership to have an advertising campaign. This advertising campaign would have online ads, commercials, billboards, and other channels. These advertisements would use Hayato Sakamoto as Titus' celebrity endorsement.



YOKOHAMA DENA BAYSTARS

This tactic would specifically be focusing on targeting the people of Yokohama. Titus would put advertisements up in the stadium of the Yokohama DeNA BayStars. In partnership with NPB league, cups with both logos can be sold at the stadium. Titus can also explore the option of even sponsoring the Yokohama Stadium to be the Titus Stadium.



SOCIAL MEDIA TARGETING

Titus can target individuals in the SDU customer segment through targeted online ads. Titus can most effectively reach Japanese residents through the Line social media platform. Line is the most popular social media platform in Japan, with an 80.8% audience reach, and provides convenient ways for companies to advertise to consumers (“ICT Research and Consulting”). Individuals access the Line platform on mobile devices, as well as tablets and laptops. Titus can advertise to consumers through the web, video, and in-app advertisements that spread awareness of the white tiger bundle options. This will be an effective way to spread awareness of Titus’ unique services and can be geographically targeted to just Yokohama city.



2020 OLYMPICS

One of Titus’ top strategic partners is the 2020 Japanese Olympic team. Although the rules are quite strict for Olympic sponsors, Titus can leverage this partnership to connect with the Japanese people. There will be extra excitement with the Olympics this year because they are being hosted by Japan; citizens are going to be viewing the events both in person and on television. Titus can promote this partnership before, during and after the Olympics through advertisements featuring top Japanese, Olympic athletes in commercials. This will be both a physical and online campaign that utilizes commercials, billboards, and online ads. Some of the Japanese Olympic team hopefuls who will be featured are Ryo Kiyuna, Tomoa Narasaki, and the women’s basketball team (“Nagatsuka”). The Olympics will also be holding soccer games in the Yokohama international stadium. At these games, Titus will hand out various Titus branded swag items and host tailgate parties outside the stadium (explained in greater detail below).

MDU

MINATO MIRAI

Minato Mirai is a major hub for shopping, tourism, business, dining, and museums. Many young adults spend their time there with family and friends. Among the most popular attractions for 20-35 year olds include the Landmark Plaza, Cup of Noodles Museum, and Cosmo World. In these areas, Titus could host an event, promotion, or display of its product to create increased brand and product awareness within its target market. These events and promotions could include sponsoring a free wifi hotspot or having the strategic NPB partners host an event.

PUBLIC TRANSPORTATION



Titus can place advertisements for the ti.ger bundle pack along the Yokohama Municipal subway line. This subway line has an average of 643,000 riders per day, which includes individuals living in SDUs, MDUs, and owners of MDUs (“Metro of Yokohama”). Due to the sheer amount of passengers using the subway on a regular basis, these simple advertising efforts will generate awareness of Titus’ services. Titus can post signage within the subways near prominent stops, as well as within individual subway cars, that explain the powerful integration aspect that differentiate Titus’ services. This exposure will over time generate an interest in the services that will be relevant to individuals for their own homes and to owners of larger properties (such as landlords for MDUs).

2020 OLYMPIC FAN FEST

For the 2020 Olympics, there will be events held at the Nissan Stadium which is located in Yokohama Japan. The events that will be held there are soccer matches. The day before and of these matches, Titus will sponsor “2020 Olympic Fan Fest by Titus” where locals and tourists can come enjoy various activities and watch other Olympic events. Titus can have promotional events at the fan fest advertising the white ti.ger Bundle Package and give promotional discounts to sign up for the service. Titus can hold raffles and competitions for bundle package giveaways or credit to use Titus products or services. Coupons for free trials can distributed. These events can generate brand awareness and build brand loyalty. These “Fan Fest” can even be spread throughout the whole entire country.



CONCLUSION

From extensive research, these recommendations have been determined to be the optimal strategy for the success of Titus in Yokohama. After determining how to segment the market between SDU and MDU households and selecting the best profile of potential customers, the most willingness to pay was seen in 15-64 year-olds. Also, Titus’ celebrity endorsement with Hayato Sakamoto, a highly admired Japanese athlete, will address the target demographics and give them positive motivation to purchase the Titus bundle. Additionally, the competitive advantage of offering a bundle of services has made it simple to determine the best strategic partners and tactics. These partners include the Olympics, NPB, and Playstation. For Titus to leverage its competitive advantage and its strategic partners, it should utilize the listed tactics to promote their cable TV, internet, and telephone services. Titus can leverage these partnerships by having them participate in events and promotions, appear in targeted advertisements and online campaigns, through use of their associated stadiums, and other available resources. Additionally, each chosen sponsor and endorser has a global presence, so Titus could potentially expand to other locations later down the road, should they decide to.

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