

THE ANTARCTIC EXPEDITION PROPOSAL

BY THE BONE AND JOINT DECADE
AMBASSADOR, SHINJI KAZAMA
2014.2



The Bone and Joint Decade
Promoting musculoskeletal health

TBWA\HAKUHODO



THE CHALLENGE

Aim to disrupt the common perception of the physically disabled.
Furthermore, make a rallying cry for the infinite potential that mankind has,
beyond the boundaries of whether one is disadvantaged or not.

OUR TAGLINE

The POWER of HUMANS

The Bone and Joint Decade

OUR CONCEPT

Just imagine,

A pilot with an artificial leg, flying high ever so freely.

A blind rider, blazing the horizon at 270km/hr.

An adventurer, climbing the summit of Kilimanjaro.

Yes, beyond your wildest imagination.

Humans, are an amazing being.

The POWER of HUMANS

The Bone and Joint Decade

OUR PROJECT

The POWER of HUMANS
The Bone and Joint Decade

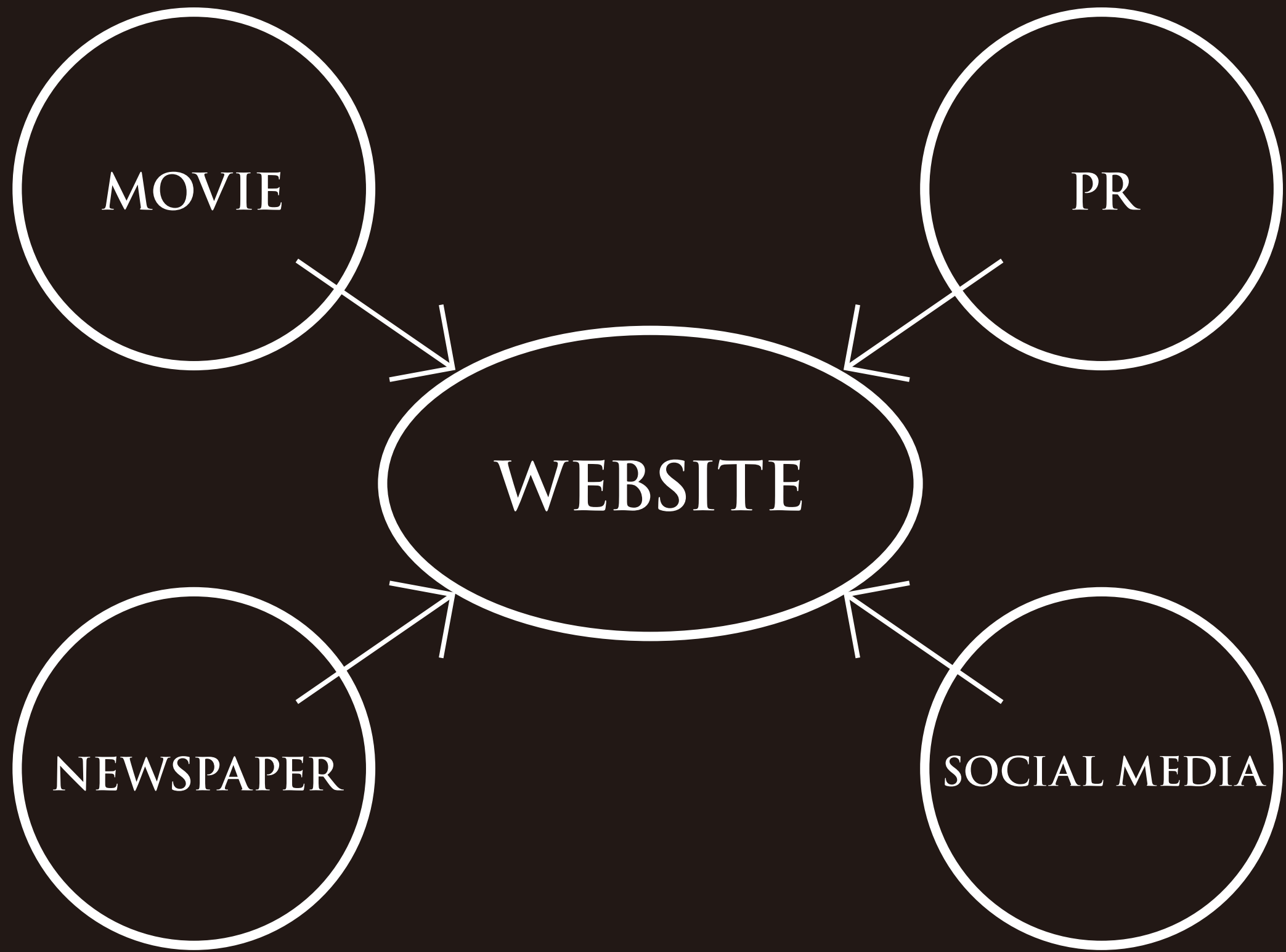
42.195KM CROSS ANTARCTIC PROJECT



PROJECT TIMELINE

February	Devices torture testing / Tour and Trail planning
April	Global announcement of the tour, recruit participants
May	Antarctic entry application
June	Training starts
October	Bone and Joint Decade Week Campaign starts Movie, national newspaper, website launch – deliver the rallying cry to a broad audience, start a social fund raising
November	Pre campaign PR Make news of the large scale and most difficult challenge on a global level
December	Depart for the Antarcitics / Press Event Celebrate the departure of the participants After their arrival in the Antarcitics, conduct a press event LIVE from the Antarcitics The Challenge begins Conduct the challenge during the Handicapped Week of Dec.3rd~9th. The entire nation / world will cheer on After the success of the challenge, continue a post campaign PR Celebrate the news of the successful challenge as well as dovetail the story onto future challenges

CAMPAIGN STRUCTURE



Drive the audience to the website, the nerve center of our campaign.

MOVIE

An intriguing story illustrating the universal human beauty – soul power.

A movie available to all the human kind worldwide
to join the movement and share their voice.

(welcome any channels that will air as pro bono on their part)

COLLABORATION



“The Summit of the Gods” by Baku Yumemakura

Based on a true story of Masaru Morita (alpine climber).
A story of the challenge to climb the Everest Southwest
Face Solo, without oxygen.

MOVIE/CUT 1

You.

Yea, me.

Listen.

I will not allow you to rest.

The day you stop, I die.

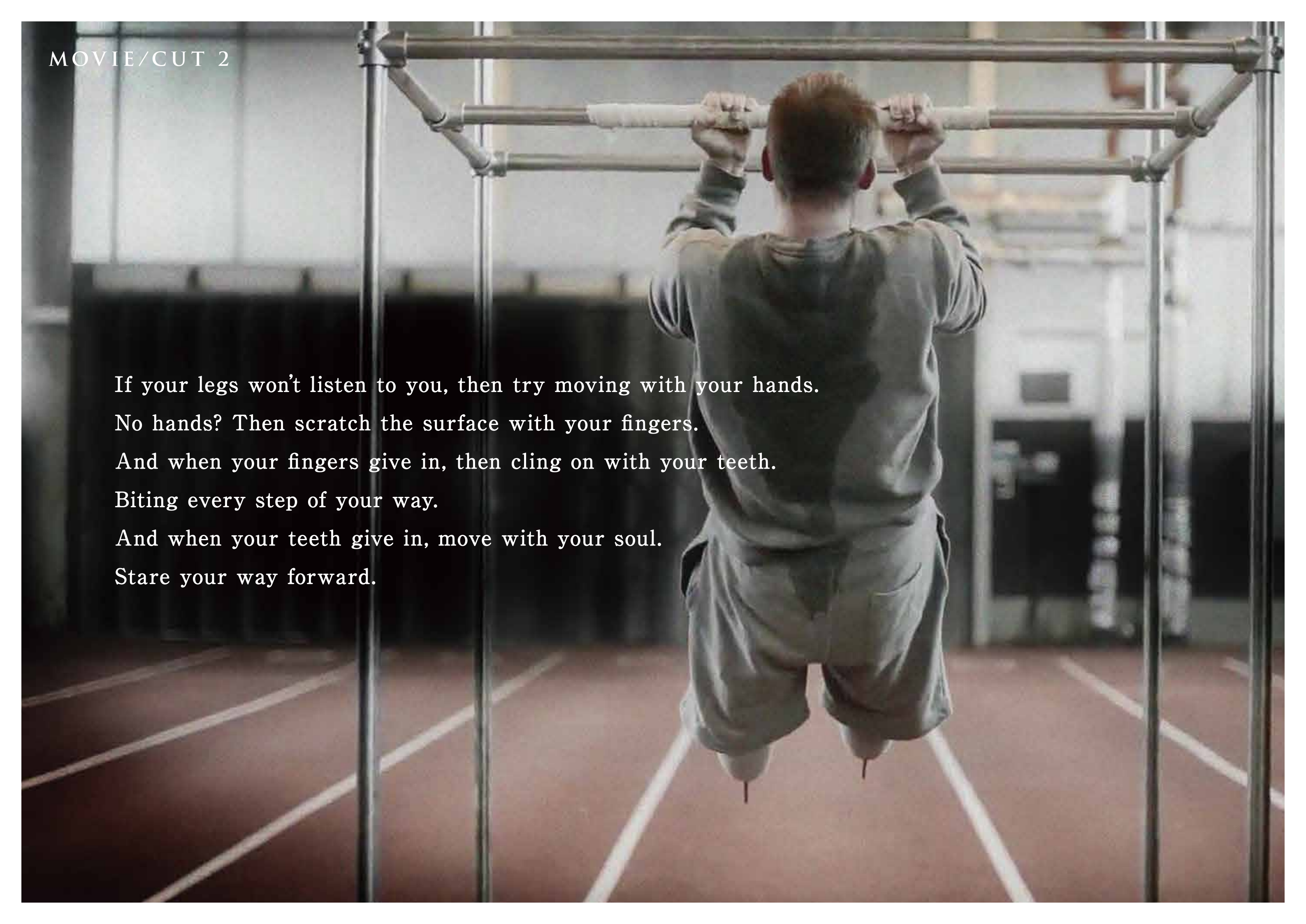
For as long as I'm alive, we will thrive forward.

So promise me,

To be restless.



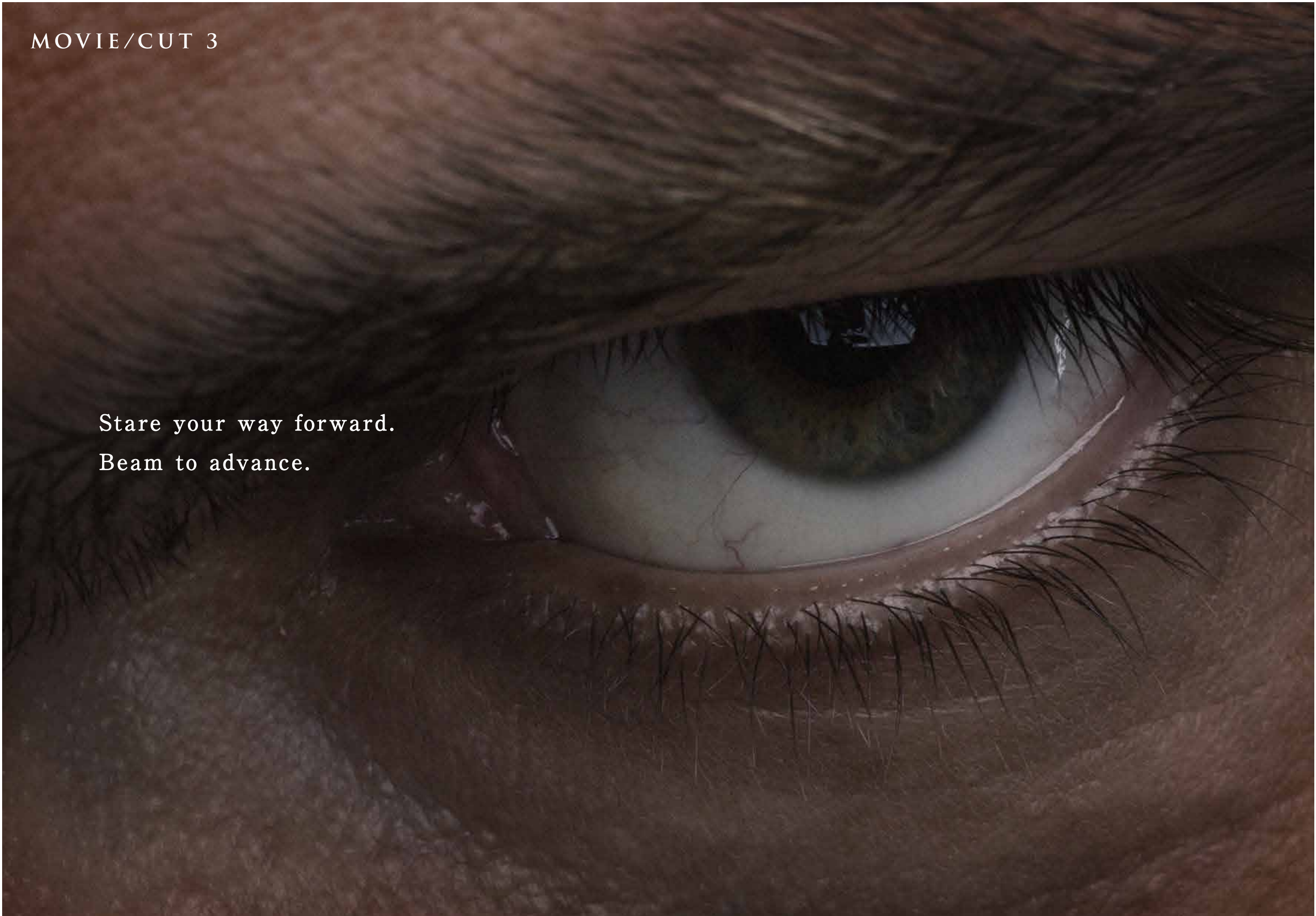
MOVIE/CUT 2

A person with short reddish-brown hair, wearing a grey long-sleeved shirt and grey pants, is hanging from a metal pull-up bar in a gym. The person is seen from behind, with their arms fully extended and hands gripping the bar. The gym floor is a reddish-brown color with white lines. In the background, there are other gym equipment and a large window.

If your legs won't listen to you, then try moving with your hands.
No hands? Then scratch the surface with your fingers.
And when your fingers give in, then cling on with your teeth.
Biting every step of your way.
And when your teeth give in, move with your soul.
Stare your way forward.

MOVIE/CUT 3

Stare your way forward.
Beam to advance.



MOVIE/CUT 4

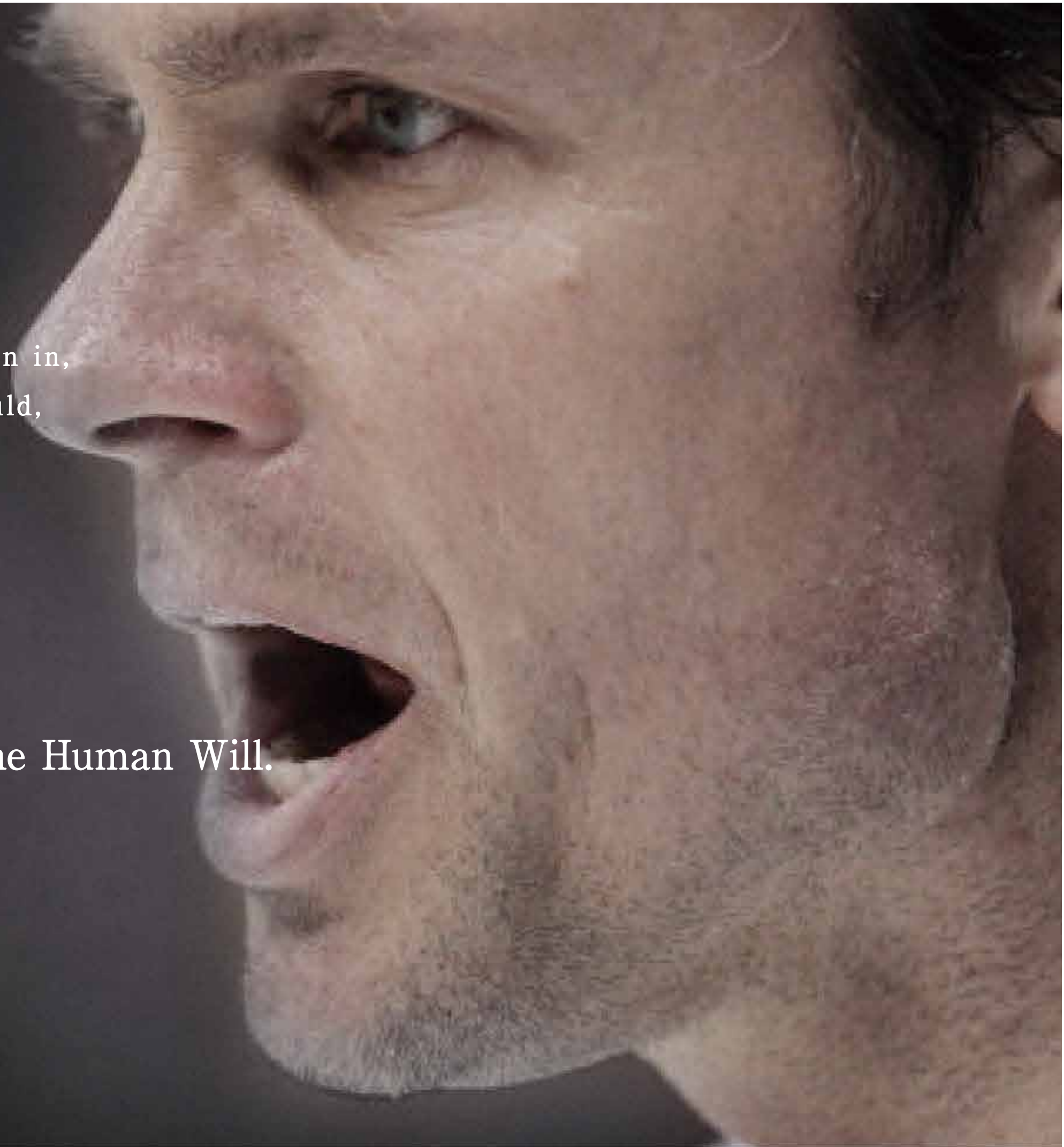
And when your eyes finally given in,
After trying everything you could,
Humanly possible.

Then crave.

With all your guts.

Let your will scream out.

And nothing, nothing,
will stand in the way of the Human Will.



MOVIE/CUT 5

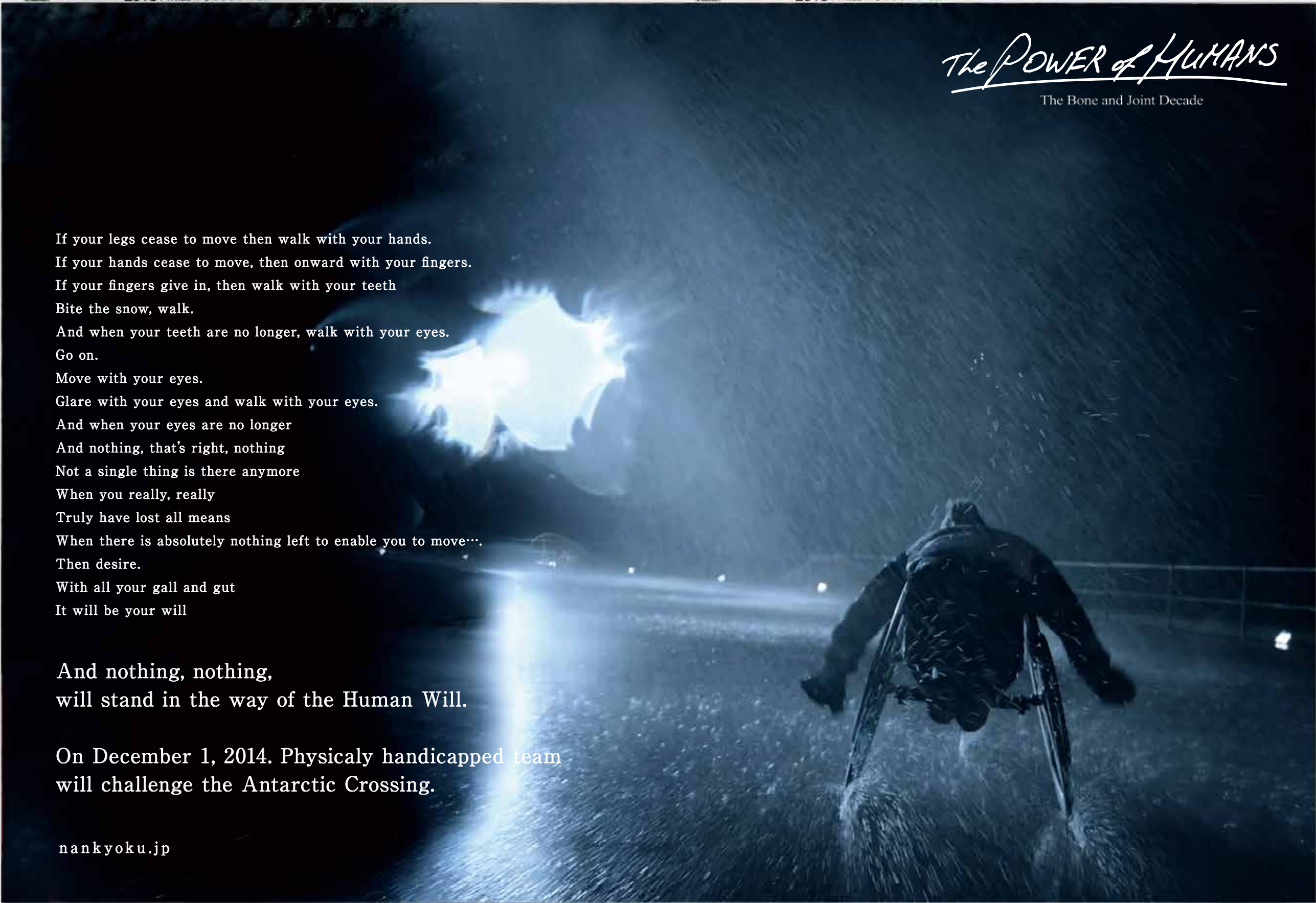
The POWER of HUMANS

The Bone and Joint Decade

NEWSPAPER

Announce the challenge to every corner of the nation with newspapers.

Involve the whole nation to make it a National Challenge.



2016年(平成28年)6月11日(木曜日) 朝日A (22) 2016年(平成28年)6月11日(木曜日) 朝日A (22)

The POWER of HUMANS
The Bone and Joint Decade

If your legs cease to move then walk with your hands.
If your hands cease to move, then onward with your fingers.
If your fingers give in, then walk with your teeth
Bite the snow, walk.
And when your teeth are no longer, walk with your eyes.
Go on.
Move with your eyes.
Glare with your eyes and walk with your eyes.
And when your eyes are no longer
And nothing, that's right, nothing
Not a single thing is there anymore
When you really, really
Truly have lost all means
When there is absolutely nothing left to enable you to move...
Then desire.
With all your gall and gut
It will be your will

And nothing, nothing,
will stand in the way of the Human Will.

On December 1, 2014. Physically handicapped team
will challenge the Antarctic Crossing.

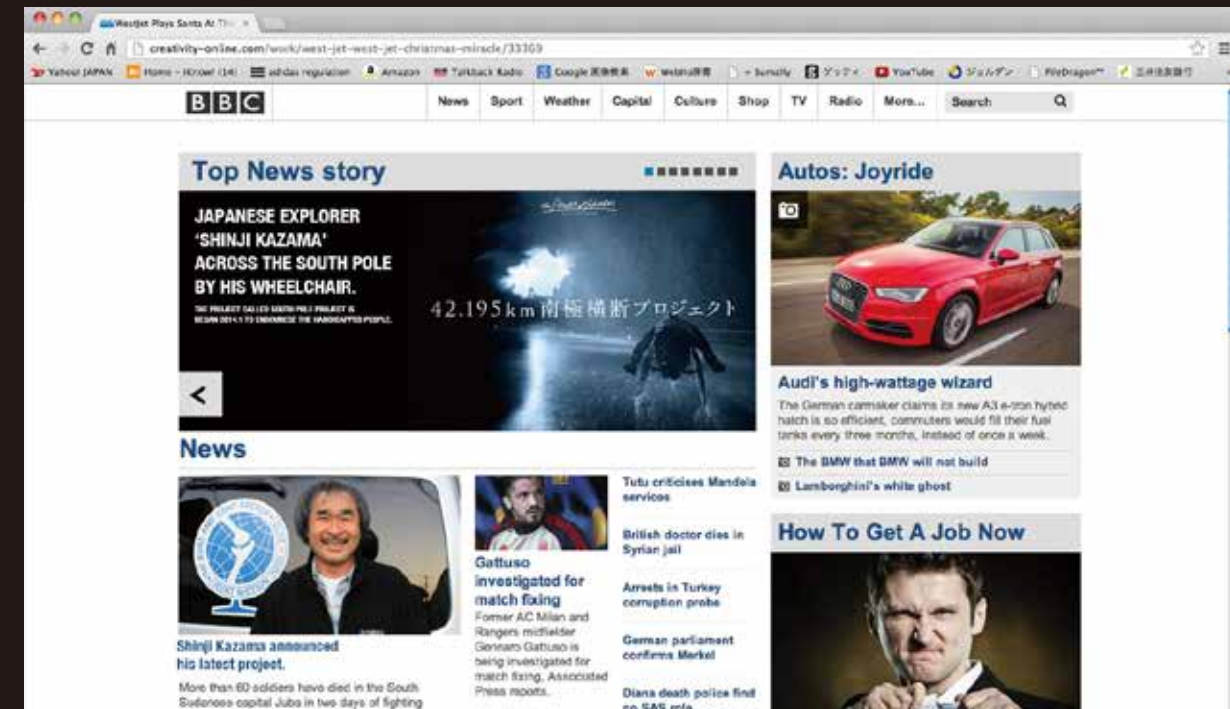
nankyoku.jp

S O C I A L M E D I A

Through Facebook and twitter, share the passion portrayed in the movie and newspaper.

This project will stir discussions around the world.

SOCIAL MEDIA



WEB SITE

Interest in the project will generate visits to the web site.

Through a variety of contents, visitors will gain in-depth knowledge on the project.

WEB SITE

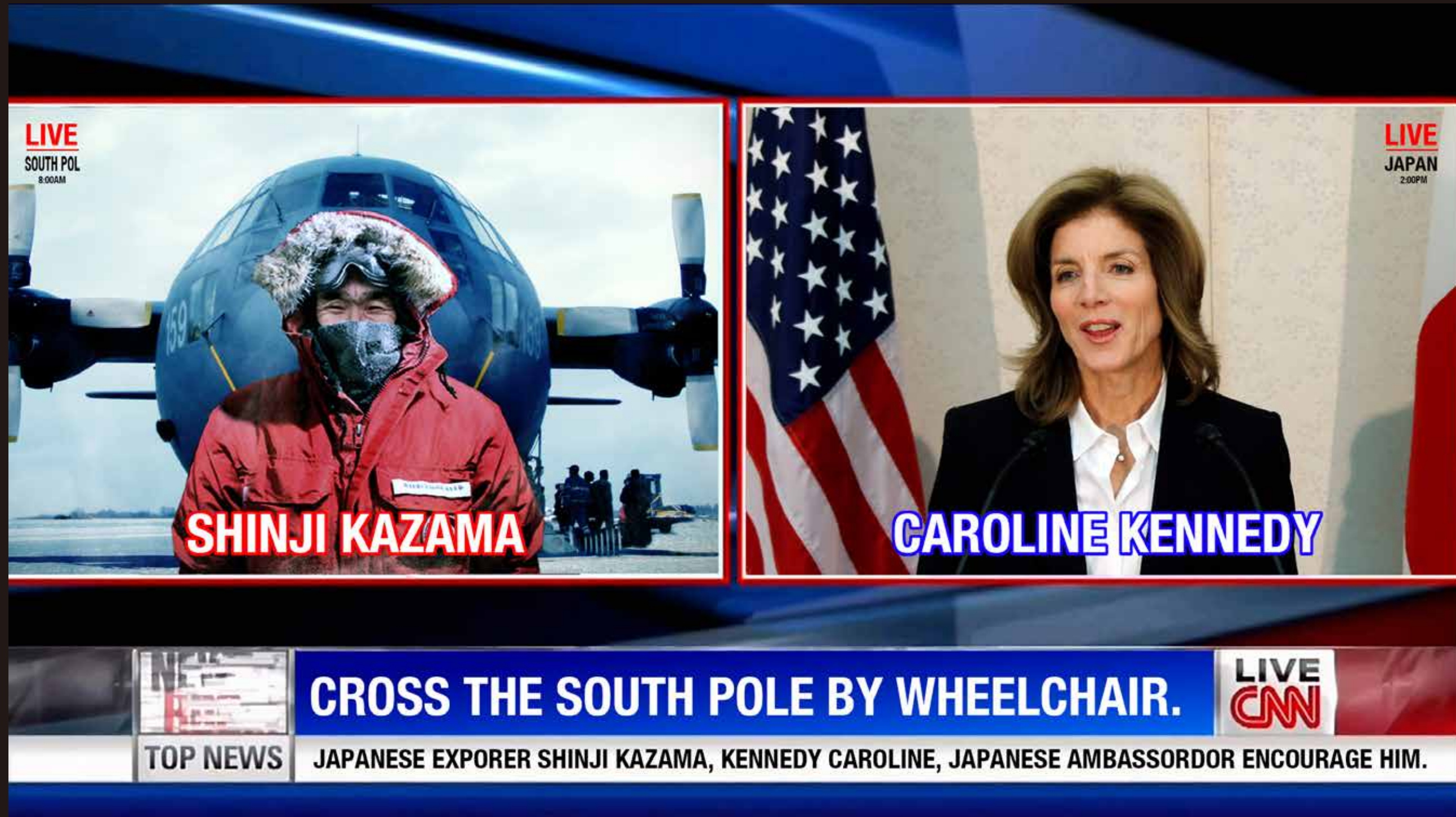


Contents will include overview of the project, training progress of the challengers and planned route.
Online fundraising system will be set up, reaching out for contributions.

A wide-angle photograph of a snowy mountain landscape at dusk or dawn. Two skiers are silhouetted against a bright, low sun on the horizon, creating a strong backlight effect. The sky is a gradient of dark blue and grey, while the snow-covered ground is illuminated with a warm, golden light. The overall mood is serene and adventurous.

DECEMBER 3. X DAY

December 3. X Day Antarctica Arrival



With the cooperation of the US government, Kazama-san arrives to Antarctica in a transport air craft, C-130. US Ambassador Caroline Kennedy sends a word of encouragement to the expedition.

December 3. X Day Cross-Antarctica Expedition Begins



北海道大学
HOKKAIDO UNIVERSITY

リアルタイム気象予報によるサポートの提供



インターネット環境の整備



特殊ゴーグルの共同開発

Panasonic

ソーラー発電機器、撮影機材の提供

patagonia

特殊ウェア、テント等の提供

adidas

事前トレーニング、コーチングの提供

The first step of the 42.195km journey across Antarctica begins as the world witnesses.
Businesses inspired by the project volunteer their support.

PR

The challenge will be broadcasted in Japan, live from Antarctica, with live footages.
After the mission is accomplished. PR activities will continue to promote future projects.

PR Pre-challenge Antarctica Press Conference



A press conference with live broadcast from the Antarctica.

TV and news covers Kazama-san's thoughts, as he embarks on the challenge.

PR Post-challenge



Kazama-san and the team, after accomplishing the challenge, are greeted by supporter and the media at Narita Airport.

A male cyclist is shown in profile, wearing a white helmet and a grey and black cycling jersey. He is riding a white triathlon bike on a sandy beach. The background features a bright sunset over the ocean, with the sun low on the horizon. The text is overlaid in the center of the image.

Kazama-san and the team showed us
“THE POWER OF HUMANS”
and turns this goal into a new starting line.
For 2020 Tokyo Paralympic.