

Shared Awareness

Experience-based events that convey fun

Casio holds various events to promote better communication with customers and create more opportunities to interact with them. One such activity involves special events for the freestyle camera EXILIM TR, which is ideal for taking beautiful self-portrait shots.

At an event to launch the new EXILIM in China, Casio staged a fashion show to convey new product appeal. There was also a session for customers to try out the camera, as well as a dinner show. At an event held before Valentine's

Day in collaboration with ABC Cooking Studio, the participants used the EXILIM TR to take self-portrait shots of themselves together with the cookies and cakes they had made. At another event held in conjunction with a popular apparel brand, professional stylists helped put outfits together for the participants and souvenir photos were taken with the camera.

Casio will continue to convey the value of its products to customers through enjoyable communication activities.



Pick Up

Promoting Sport



Yankee Stadium



Casio World Open



Pro golfer Ryo Ishikawa

Supporting professional sporting events and athletes

Casio encourages sporting excellence through the funding of professional sports competitions and elite athletes. Since 1981, the Casio World Open Golf Tournament has been one of Japan's professional tournaments for male golfers. In April 2013, Casio signed

a sponsorship agreement with professional golfer, Ryo Ishikawa. In the United States, a billboard with the Casio logo hangs in Yankee Stadium in New York. These kinds of communication activities also help promote the corporate brand.



Support for Education

Holding workshops to support teachers

Casio carries out educational support activities by ascertaining classroom issues and then helping to improve the academic development of children. Teams comprising Casio employees and distributors have been set up to support

teachers, for instance by holding workshops with teachers to talk about effective ways to use scientific calculators in the classroom. The opinions of teachers are also actively utilized in the development of products.

Communication

Casio is creating new value by not only providing products, but also maintaining a dialogue with customers. As part of this effort, the company creates various opportunities for customers to experience the concepts behind Casio products and learn how to use them.

Employee Voice

Sharing various ways to enjoy the products

Xu Xiaobei, Casio (China) Co., Ltd.

By holding events that allow customers to interact with Casio products, we try to create opportunities for them to further enrich their lives. For the EXILIM TR, we plan events that help participants experience that the camera is not only ideal for self-portrait shots, but also a great tool for communicating with friends and family.

