



"SHOCK THE WORLD" events promote shared awareness among the world's youth

Shared Awareness

"SHOCK THE WORLD" Events Share the G-SHOCK Worldview

In 2008, Casio began staging "SHOCK THE WORLD" events around the world to deliver the G-SHOCK message. Since the first G-SHOCK watch was released in 1983, the brand has continued to evolve in a tireless pursuit of "toughness." These events seek to convey an attitude of toughness to young people through fashion, music, sports, and art. They promote the appeal of G-SHOCK in a full-sensory experience while sharing the brand's worldview with its fans.

Spotlight

Promoting Sport

Casio encourages sporting excellence through the funding of professional sports competitions and elite athletes. Since 1981, for more than 30 years, 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 Ryo Ishikawa. This young golfer has set high goals for himself and now plays on the world stage. Casio identifies with his boldness about taking on challenges. 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.



Pro golfer Ryo Ishikawa



Yankee Stadium



Casio World Open

Communication

Providing new value through products and services and maintaining dialogue with customers to help them realize lifestyles that are more fulfilling and convenient than ever – these are the goals of all of Casio's efforts to communicate with customers.

Support for Education

Promoting the Use of Scientific Calculators in Classrooms

Casio is promoting the more effective use of scientific calculators in math classrooms. By setting up a team to support teachers, and providing opportunities to discuss classroom issues that vary by country or region, Casio is helping teachers to come up with their own solutions. The company also holds workshops around the world on ways to use scientific calculators in the classroom.



Workshop offering helpful ways to use scientific calculators in classrooms

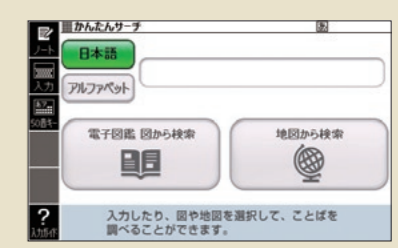
Customer Satisfaction

Listening to Customers to Develop Even More Convenient Products

Customer feedback on products is gathered at customer service centers and through regular surveys. The information is then used to improve and strengthen product features. For example, a teacher told Casio that she wanted to see her electronic dictionary screen displayed on a larger PC monitor. In response, the company developed a function that enables the electronic dictionary to be connected to a projector, allowing it to be viewed on a large screen. Another customer asked for better searchability in his electronic dictionary. Casio responded with a new feature that enables the user to just input a search word to see all the corresponding headwords from all content applications in the dictionary. Through close communication with customers, Casio strives for even higher levels of customer satisfaction.



Electronic dictionary screen displayed with a projector



Easy search screen for better searchability