

**How Can We Improve And Cultivate
A **More Positive Image** For Okayama Prefecture?
2023 issues**

<A-Group>

Hinase Ikeda

Tatsunori Okabe

Hiroki Shirataki

Hanano Nigo

Kazushi Nishiyama

Aika Yoshitome

Fuki Ogarasu

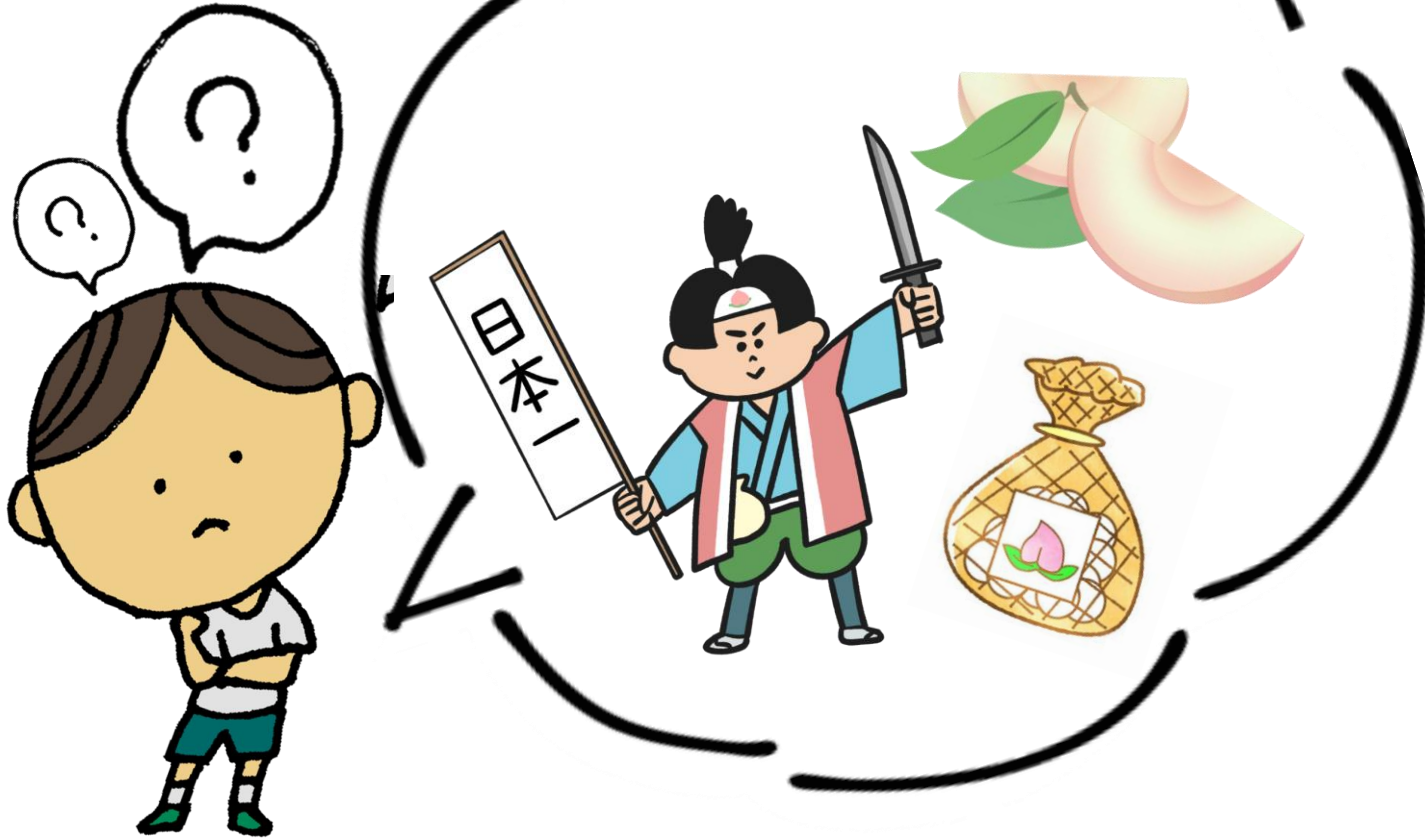
Nana Shigetomi

Kanon Nakamura

Ema Nishikawa

Misa Fujii

What do you keep about image listening to Okayama?





Seto Inland Sea

▶ In terms of lifestyle-related attractions

1. Easy to live with less typhoon and earthquake disasters
2. Convenient transportation
3. Many sunny days
~warm weather with little rain or snow and long sunshine hours
4. Living aspect ~ rent is low and security is good

How do you improve your image?

How about making a short video and posting it?

Don't think about difficult things, just send them out !

Have fun with video distribution services such as

Instagram or YouTube



Explore the charms of Okayama

1 . Discover the charm of Okayama

Go to places you find attractive

Secret places, Food

2 . Put it into a short video

Create it into a short video and convey it briefly.

3 . Post a video

Can be sent nationwide

A short video of the attractive places in Okayama

1. Post a video → Awareness ↑
2. Get to know more about Okayama → Tourism motivation level ↑
3. Increased opportunities to access information about Okayama
→ Information exposure level ↑
4. Make people want to live in Okayama → Willingness to live ↑
5. Introducing not only places but also food → Food recall ↑

Attractive places you should know about

- Bisei Town (A town where wishes come true)
- Bicchumatsuyamajo
(Castle in the sky floating in a sea of clouds)
- Daigozakura (Top 100 Japanese trees)
- **Meotoiwa** (Takahashi City Nariwa)
- **Railway line leading to the sea**
(Instagrammable)
- Sami Beach (Top 100 Japanese beaches)



Travel plans for each generation

Charm of living in Okayama

「Sunny country of Okayama!」

The climate is blessed with little rainfall, and fruit cultivation is popular. 🍇 🍓 🍊 🍉 Also, there are many mountains, so the impact of earthquakes and tsunamis are small▲.



There are many transportation networks and you can go anywhere quickly ✨ Both the sea and the mountains are within easy reach.

「Good transportation access ! 」

The charm of food ①

Charm of Yellow Chives Campaign Points

1 .The power of “**Ajoen**”?

~ Prevent brain aging and improve memory 

2 .70% of the country's production is in Okayama
(originated in Okayama)

3 . Yellow Chive Memorial Day (February 12th)

▶Let's make smoothies and ice cream using yellow chives!



The charm of food ②



Hinase Kakioko

Barazushi



Fruits Parfait 🍓 🍇

Places selling famous Okayama products



Harenokuni Okayamakan



Thank you for your listening !!

