

A group of people are seated around a long wooden table in a meeting room. In the foreground, a person on the left is holding a white circular object. A large mascot character with a yellow star on its head is positioned in the center. On the right, a man is eating. The table is cluttered with papers, a laptop, a smartphone, and various snacks. In the background, other people are seated at tables, and a banner with Japanese text is visible.

前回の会議で・・・



テーマ

ゆるキャラGPの投票につながるような

ひこぼしくんの
効果的な発信方法



テーマを決めて**継続的**に発信する



積極的に**SNS**や**動画**で活用する



もっと**露出**の**機会**を増やすべき



ニュースになるような**話題**を仕掛ける

など



The background image shows a festival scene. On the left, two large mascots, a girl in a pink top and a boy in a blue top, are shaking hands. In the center, a booth for '交野市' (Kawano City) is visible with a sign that says '天の☆☆☆☆☆' and '七夕に祈る、交野の快速駅。'. On the right, another mascot in a blue top is visible. The overall scene is outdoors with a white tent and other people in the background.

枚方市駅でチラシ
計1400枚を配布

市外のイベントにも
積極的に参加

告知や報告を
TwitterやFacebook
で発信

精 結 果

ご当地キャラ部門 **507** 体中

84 位

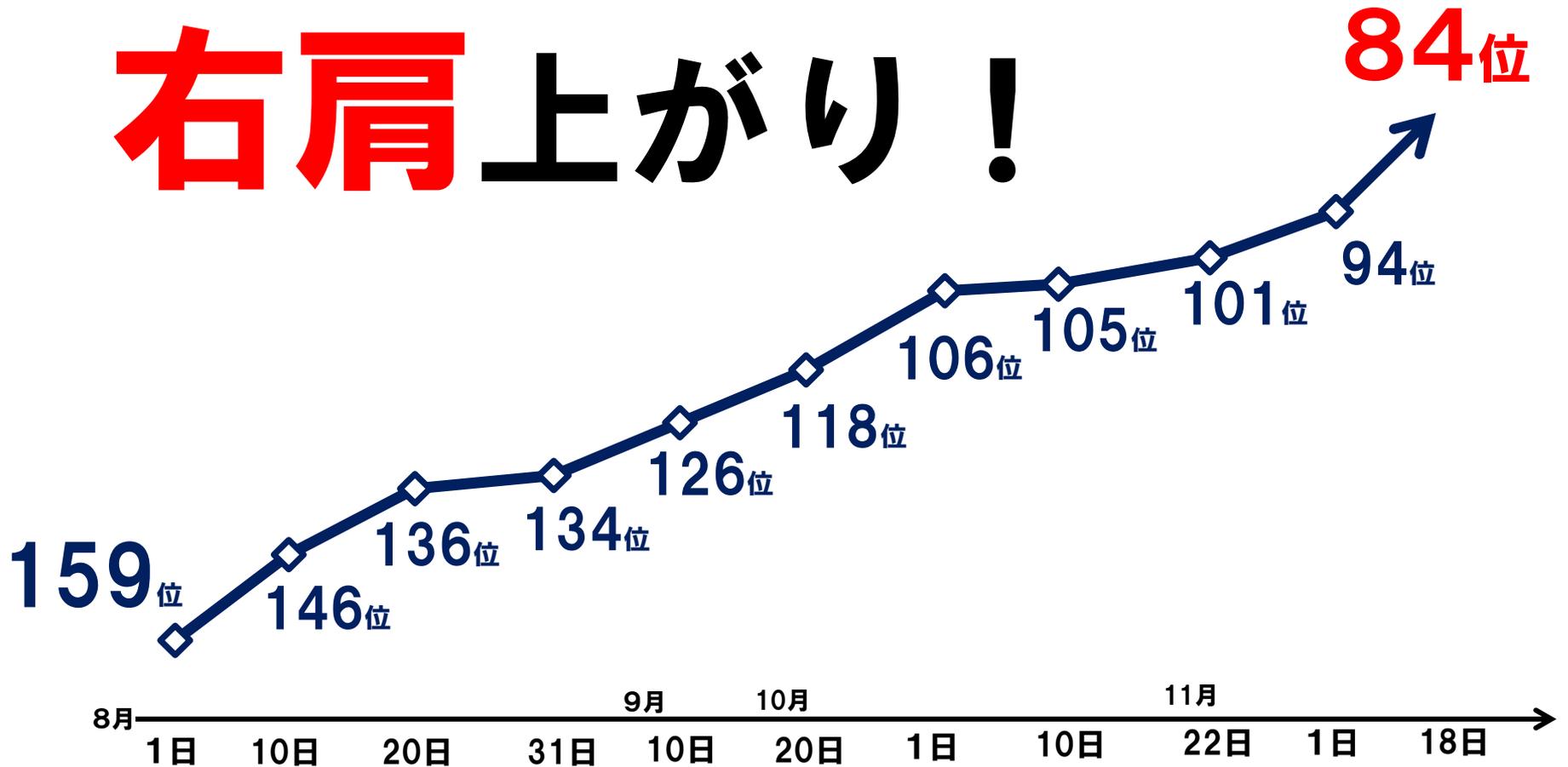
微妙。

獲得票数は

0040愛
ひとぼしくんへの票

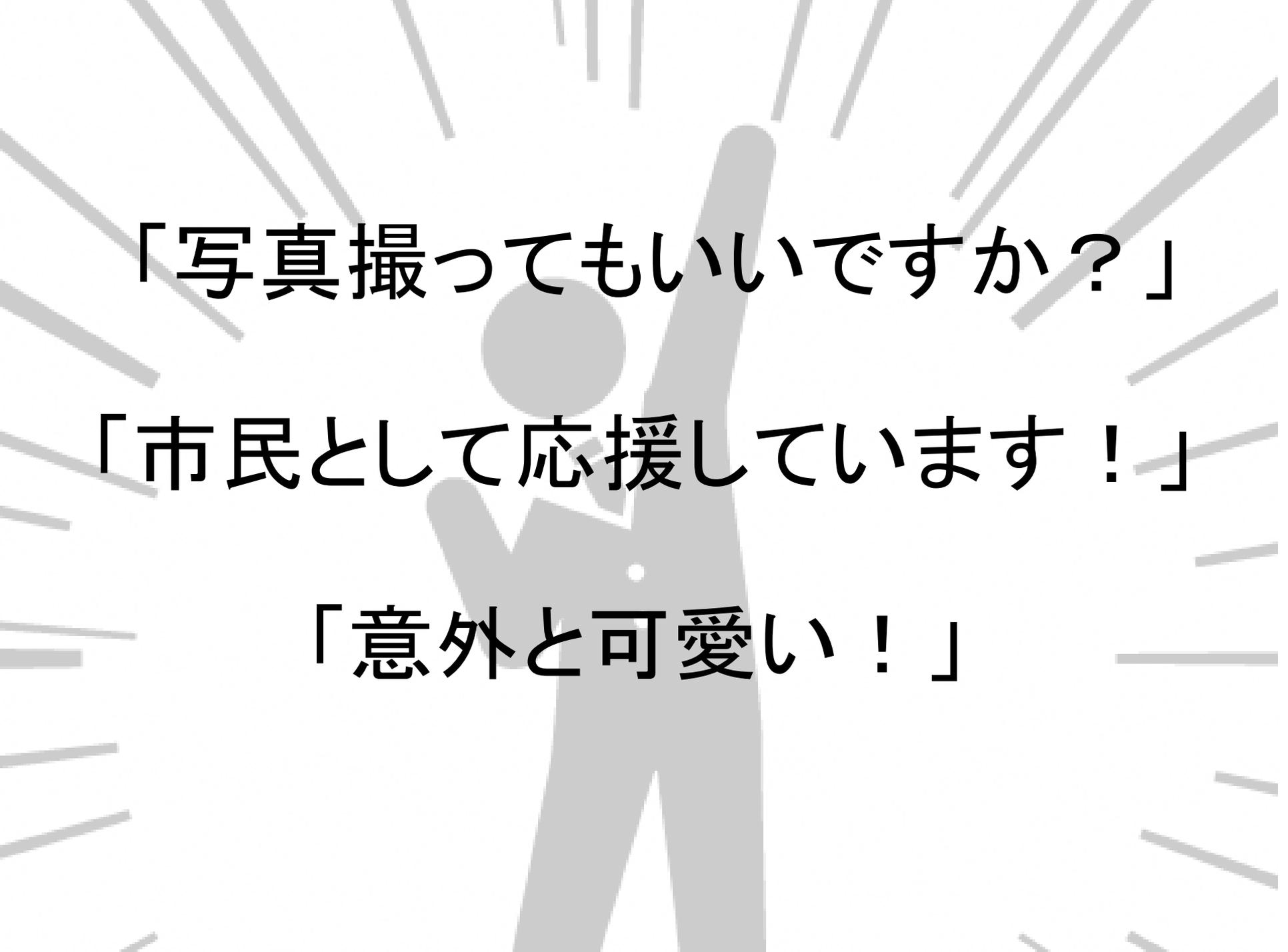
順位も

右肩上がり！



投票スタート！

グランプリ当日、
会場で最後のPR！



「写真撮ってもいいですか？」

「市民として応援しています！」

「意外と可愛い！」

The background image shows two Hello Kitty mascots in a warm embrace. The mascot on the left is wearing a blue dress and has a blue bow in her hair. The mascot on the right is wearing a pink dress and has a yellow star-shaped bow in her hair. They are both smiling and looking towards each other. The scene is set outdoors with a crowd of people visible in the background, some wearing face masks. The overall atmosphere is joyful and affectionate.

肌で感じた、愛。

A photograph of two Hello Kitty mascots shaking hands. The mascot on the left is wearing a blue dress and has a blue bow on its head. The mascot on the right is wearing a pink dress and has a yellow bow on its head. The background is a blurred outdoor event with people. The text is overlaid on the image.

継続は力なり！

ここから始まる挑戦。

ひらびろし〜さん

おりひめちゃん



全力で
走ります。

in新春走ろうかい

詳細は 近日公開！

