

Analysis of the Vision Statement Presented in the Pocari Sweat Video Advertisement

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Abstract: The magnificence and novelty of the Pocari Sweat advertisements in recent years and the fact that its brand has become well-known in Asia are due to the marketing techniques used by the company here. At the same time, the recurring elements in these commercials symbolize the characteristics of the company. This research would explore the vision statement presented in the video advertisement for this product of Pocari Sweat. It also explores whether other businesses outside of the company can also use advertising that is consistent with the vision statement to broaden their market and build brand awareness in the minds of customers. A qualitative analysis of the Pocari Sweat video commercial and Otsuka's vision statement was conducted to point out the commonalities in the commercial and the connection to the vision. The study revealed that Otsuka's vision statement is to promote the health value of its products around the world and that the content presented in the Pocari video commercial and the way it is shot are an artistic expression of Otsuka's strategy.

Keywords: POCARI SWEAT, advertisement, vision statement, marketing strategy

1. Introduction

Pocari Sweat is a water electrolyte supplement beverage developed by Otsuka, a medical research institute in Japan in 1980. Due to the novelty and gorgeous advertising content in recent years, it has gradually appeared in front of everyone. At the level of advertising, there is currently research on the meaning of advertising content in academia. By analyzing a TV advertisement of Pocari Sweat, the study reveals that the high school students mainly told by its advertisements are in line with the market segmentation of its teenagers, and the picture in the form of animation highlights that the product comes from Japan, and the youth story with gorgeous and vivid colors is also in line with young customers' preferences [1]. Another study on brand image shows that Pocari Sweat needs to improve the brand image through advertising [2]. However, there is relatively little analysis of the significance of the Pocari Sweat special advertising on the product and how to connect Otsuka's vision statement and its advertising content. Based on this, this article will analyze how Otsuka's product Pocari Sweat promotes its vision statement through video advertising, a marketing strategy, taking the three advertising cases of Pocari Sweat from 2021 to 2023 as representatives. Then it will discuss the relationship and influence of advertising as a marketing strategy and vision statement. The article will also discuss whether the marketing strategy can also be adopted outside the industry to effectively promote the enterprise vision, and whether it can be used for reference to broaden the market in the

form of video advertising after finding the marketing strategy. The results of this paper will help companies identify elements of their advertising that are important to their strategy so as to link the two more closely in the future to achieve better marketing results.

2. Advertising and Vision Statement

Vision statement is “*a statement of what a company or an organization would like to achieve in the future*” [3]. Advertising is a marketing tool that usually conveys content related to the business, such as products, to customers or potential customers in a concise and clear form, so as to motivate customers to consume for the business. This article believes that the content presented by the video advertisement of Pocari Sweat and its shooting method are an artistic expression of strategy. Because companies use a variety of strategies to meet their vision, the use of advertising can also directly reflect the company’s vision and purpose. This article will briefly introduce and analyze Otsuka’s vision statement through intuitive methods, then analyze part of the strategies used by enterprises for Pocari Sweat, and finally analyze the advertising content to summarize the relationship between the three.

3. The Vision Statement Shown in the Video Advertising

3.1. Vision Statement, and Strategy of Otsuka

Otsuka’s vision statement is “*Otsuka-people creating new products for better health worldwide.*” Selling the company’s products around the world and getting them into the hands of ordinary people is Otsuka’s vision statement. As one of the products, the meaning of the product is that it is a means to achieve the vision statement; its goal is to “become the top brand in the Ion soft drink category” [4]. To meet this goal, Otsuka needs to build a brand, and for this purpose, it needs to do some marketing. Strategy is “*a long-range plan for achieving something or reaching a goal, or the skill of making such plans*” [3]. For the product of Pocari Sweat, its strategy is to contribute to Otsuka. Otsuka’s Pocari Sweat is more about conveying the vision of a company’s purpose to sell its products to people all over the world. The blue and white color scheme of the Pocari Sweat package has not changed since its introduction, and its essence is to promote the product feature of “*water and electrolytes*” [5]. In addition, the sea symbolized by blue echoes Otsuka’s business of extracting chemical elements from seawater and selling them to people, reflecting Otsuka’s original intention and natural health [6]. The name “Pocari Sweat” also has the meaning of supporting vision [5].

3.2. Advertisement Analysis

The following ads are video ads for 2021, 2022, and 2023. The last two videos are from the official account of the YouTube website; the first is from a quote added to the nlab article, and the same video is also from the official Otsuka website.

The ad (*But I saw you*) captures a girl running out of the school building, into the auditorium, and then under the blue sky. The girl kept running the whole time. In Figure 1, there are three rugged slopes in the corridor depicting the school building [7].



Figure 1: The girl is running on the undulating slope [7].

Three-sided slopes symbolize three pits, while Japanese high schools are three-year institutions, alluding to the hurdles encountered in each year of high school. The girl shows her unique bravery by going against the flow of people, and running brings sweat. The floating paper creates a brilliant dynamic feeling for the picture, and the flying paper in the sky is like a release for students to break free from the shackles of schoolwork.



Figure 2: Close-up of the girl under the fish-eye lens [7].

In Figure 2, the door and wall create a fish eye effect, and the girl standing in the middle of the picture creates tension. This tension is combined with the main color, which is mostly light, to reflect a bright and vibrant effect.

Pushing open the doorway, she ran to the auditorium and saw another girl, and the two flew up with their fingers interlocked. The blue background cloth fluttered, and the sunlight outside the auditorium shone on the two of them, and the vitality and expectation of the future contained in the bright color itself jumped out. The sweat on the girl's face directly reflects the hardship of running all the way. They ran to the sun together to drink the Pocari Sweat, and the advertisement ended.

The blue that appears in large numbers throughout the film and the white of the picture all echo the color scheme of the Pocari Sweat special packaging, and there is also a performance of vitality in the undulating waves and ruggedness. The school uniform hints at youth, and the cherry blossoms floating outside the corridor combine with it to reflect a natural vitality. The protagonist's face was covered in sweat when he ran to the auditorium, and the background lit up after the two turned in a

circle, and the girl continued to run. Another girl symbolizes the treasure power water special, who gives the protagonist vitality and energy to run to the bright sky. Giving the viewer and the protagonist a sense of “run as much as you want, I support you”, and it also matches the object referred to by the title “you”, so this long-haired girl is Pocari Sweat.

The ad (I don't need wings) shows a girl jumping on the roof of a car and flying into the clouds in a more fantastical light [8].



Figure 3: Shooting angle of backlight [8].

At the beginning, the girl holds an umbrella and sees the clouds in the distance, and the backlit shooting angle in Figure 3 highlights the brightness of the background. The main color of the same picture is blue, and the characters are also high school students wearing school uniforms. It is worth mentioning that the glass-like texture of the sky is bubbles, and the scene shrouded by bubbles cannot lead to the sky, so the place where the girl chases, so the object of “bubbles” is similar to the limitations of dreams. The picture has been shaky until she plunges into the clouds, and the shooting method here externalizes the girl's inner uncertainty and nervousness about her dreams and is also reflected in the way she runs after she jumps into the car.

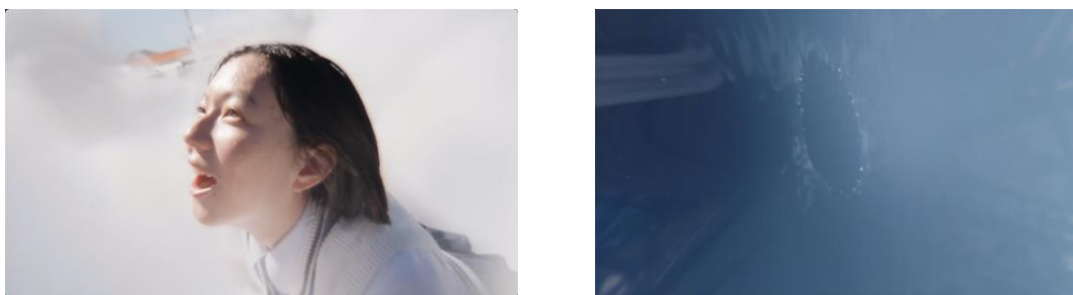


Figure 4: Girl jumps on the cloud, bubble burst [8].

After jumping on the clouds, the girl's head is covered with sweat and fog, and the joy on the girl's face in Figure 4 and the bursting bubbles represent that the dream has been achieved, after a lot of sweat.



Figure 5: Composition that accentuates the background [8].

In Figure 5, the girl stands under the blue sky and looks up at the sky. The blue and white uniforms echo the colors of the clouds and the blue sky. Figures and clouds make up only one-fifth of the picture, highlighting the vastness of the blue sky and reflecting the infinity of dreams and the future. At the same time, the blue and white also echo the color scheme of Pocari Sweat, suggesting that it is Pocari Sweat that brings dreams to girls.



Figure 6: Brighter sky and clear road compared to Figure 4 [8].

Figure 6 returns to the beginning scene, and the ending echoes the bright sunlight into the street, contrasting with the backlit scene at the beginning. The color of the picture changes from dark to light, echoing the process of the characters from seeing the clouds to flying on the clouds, externalizing the process of successfully chasing dreams. The uniform on the girl's body has the color of youth — clouds and blue sky — and the overall color uniformly and coincidentally matches the blue and white of Pocari Sweat, increasing the visual impact of the product and repeatedly emphasizing the color and enhancing awareness of the brand. The girl does not need “wings” to fly into the sky, which seems fantastic, but the reason behind it is actually that Pocari Sweat gave the girl a pair of “wings”. The advertisement conveys the value of the product to the viewer in a large number of symbolic ways, and the novelty of the advertising shooting and the brand value it contains are very obvious, so it conveys a sense of vitality and positivity.

The ad (Ours now) tells the story of a cheerleader who has been trained to take to the stage from a first-person perspective [9]. The structure is in the form of an interpolated narrative. In Figure 7, the girl straps on her shoelaces and leads another girl to the stage to begin the show, with a blue carpet and gymnastic suit that matches the logo of Pocari Sweat. The stage of light and darkness in the center of the picture creates the center, where the light symbolizes the fulfillment of the wishes faced by the girls.



Figure7: At the beginning of the video, cheerleaders take to the stage [9].

Then the screen turned, and the screen turned to the training ground. The girls stretched, jumped, ran in the morning, did tricks, and fell into the distance while watching their teammates train from a distance. After continuous exercise, the girls became more and more skilled, and finally the picture returned to the stage. The girls walked to the center and waved, and this is the end of the short film. The picture does not use gorgeous special effects to portray the story but rather uses a flat angle to narrate the process of an ordinary person realizing his dreams and breaking through himself. The words in the middle of the picture also show the change in her state of mind.

I can't do it.

That's what I thought.

Until I met everyone.

That sweat, that hesitation, that frustration.

If it's to see the same scenery, it's definitely not in use.

Now, let's engrave this moment in mind.

It's now that I'll remember for the rest of my life.

Believe in all the sweat [9].

In the first four verses, the girl's heart doubts herself, doubting that she can't do it. The addition of each section of text forms an architectural beauty, reflecting the increasingly tangled state of mind of the characters. In the fifth verse, the girl thinks about the possibility and hope of the future, so the words in the last three verses are firmer, and the fewer and fewer words reflect the girl's more determined mood. The last sentence, "Believe in all the sweat", echoes and refutes the negation of the first [9]. Through the use of subtitles, viewers can also see the growth of girls and the success of their dreams in the advertisement. At the same time, the use of the first-person perspective adds authenticity to the content, and the viewer will be moved by the girl who has shed sweat and tears while feeling the girl fulfill her dream. By showing girls who have realized their self-worth, Pocari Sweat gives viewers the emotional value of "everyone can realize their dreams", thus achieving a kind of value marketing in this way to promote and impress consumers to buy Pocari.

4. Discussion

To sum up, in the above analysis of advertisements, the elements that appear simultaneously in the three video ads are "Japanese high school students", "sweat" and "running." The blue and white color scheme of traditional Japanese uniforms clearly echoes the colors of Pocari Sweat, and while promoting "youth", it constantly emphasizes that Otsuka is also a Japanese company. With its vision statement of "Otsuka-people creating new products for better health worldwide", it is a Japanese brand introduced to the world through the distinctive feature of Japanese university students. "Sweat" directly represents the "Sweat" of the product name, which is the "sweat" left when "running" to

“dream”, describing the difficulty of chasing dreams. The theme of the ad comes from the use of marketing strategy, which is deliberately carried out to satisfy the vision statement. Therefore, this article believes that the dream and youthful vitality shown in the video ads of Pocari Sweat are a manifestation of Otsuka marketing strategy. By portraying and displaying these positive contents and special elements, it is an action to meet Otsuka’s vision statement.

The importance of aligning advertising with a company’s vision is that its consumers or potential consumers will increase their impression of the brand, so that more consumers have a perception of the brand. When customers buy products, they are also recognizing the company [10]. Therefore, advertising, as a direct channel for the public, to introduce products, is directly and crucially related to the establishment of brand image. For other companies, the strategy of injecting the vision statement into product advertising is very instructive, because promoting the vision statement is also promoting products in disguise, and its ultimate goal is still to make customers pay for the company.

5. Conclusion

The elements of youth presented in the above three advertisements, as well as the “sweat” of girls, and other content and its shooting methods, sports shots, the same way of placing the characters in the center of the picture is a very artistic narrative expression that shows the strategy of Otsuka product Pocari Sweat, and the youthful dreams portrayed in the content can also resonate with the young audience. This confirms the previous theory in this paper. This paper currently lacks quantitative analysis, and the main qualitative analysis may lead to one-sided conclusions. Future research will draw conclusions based on the current search for Otsuka’s Pocari Sweat before and after creative video ads appear in people’s views.

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