

# THE ANTARCTIC EXPEDITION PROPOSAL

BY THE BONE AND JOINT DECADE  
AMBASSADOR, SHINJI KAZAMA  
2014.2



The Bone and Joint Decade  
Promoting musculoskeletal health

TBWA\HAKUHODO



## THE CHALLENGE

Aim to disrupt the common perception of the physically disabled.  
Furthermore, make a rallying cry for the infinite potential that mankind has,  
beyond the boundaries of whether one is disadvantaged or not.

OUR TAGLINE

*The POWER of HUMANS*  
The Bone and Joint Decade

## OUR CONCEPT

Just imagine,

A pilot with an artificial leg, flying high ever so freely.

A blind rider, blazing the horizon at 270km/hr.

An adventurer, climbing the summit of Kilimanjaro.

Yes, beyond your wildest imagination.

Humans, are an amazing being.

*The POWER of HUMANS*

The Bone and Joint Decade

OUR PROJECT

*The POWER of HUMANS*  
The Bone and Joint Decade

# 42.195KM CROSS ANTARCTIC PROJECT



## PROJECT TIMELINE

February Devices torture testing / Tour and Trail planning

April Global announcement of the tour, recruit participants

May Antarctic entry application

June Training starts

October Bone and Joint Decade Week

Campaign starts

Movie, national newspaper, website launch - deliver the rallying cry to a broad audience, start a social fund raising

November Pre campaign PR

Make news of the large scale and most difficult challenge on a global level

December Depart for the Antarcitics / Press Event

Celebrate the departure of the participants

After their arrival in the Antarcitics, conduct a press event LIVE from the Antarcitics

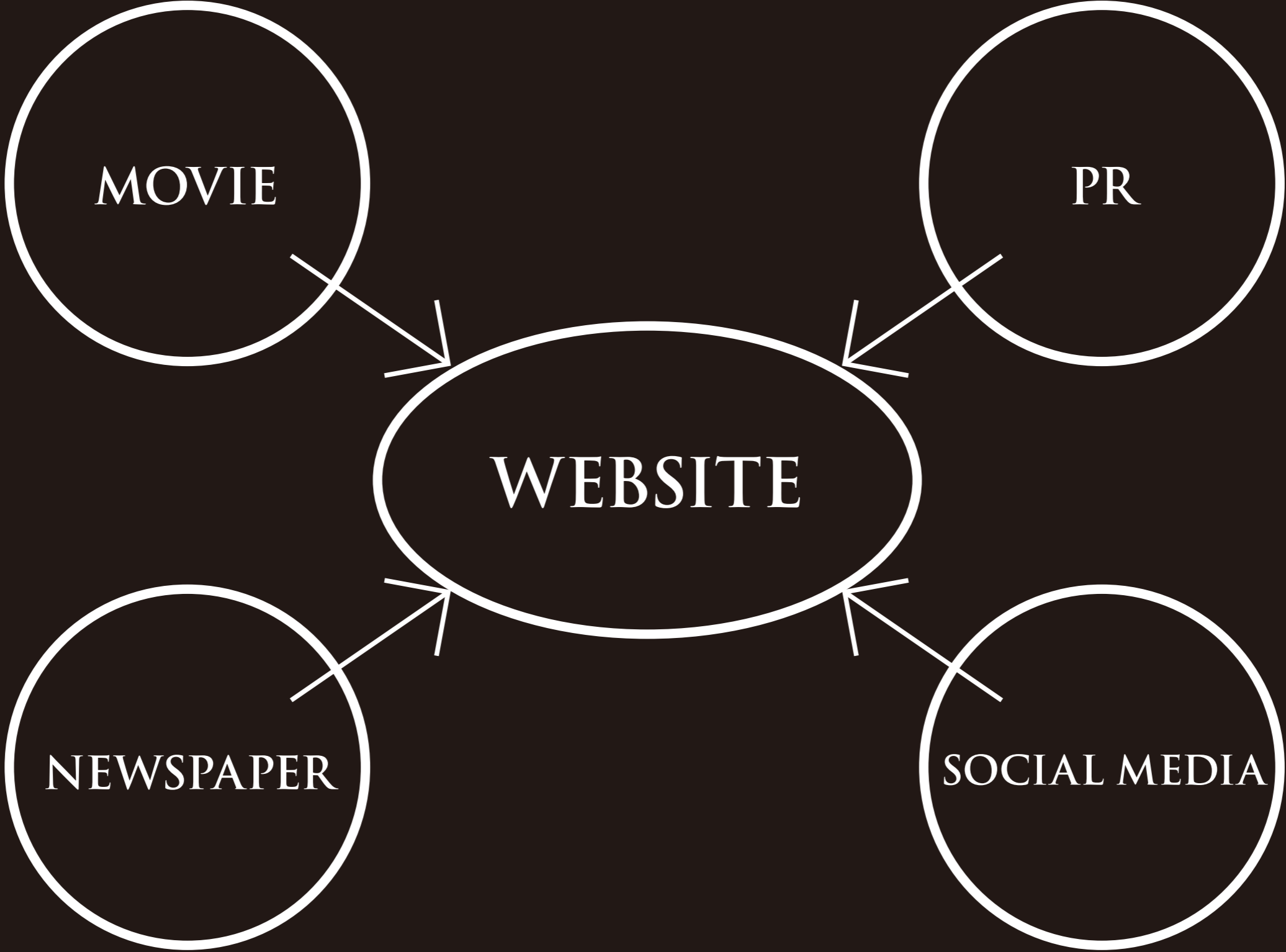
The Challenge begins

Conduct the challenge during the Handicapped Week of Dec.3rd~9th. The entire nation / world will cheer on

After the success of the challenge, continue a post campaign PR

Celebrate the news of the successful challenge as well as dovetail the story onto future challenges

CAMPAIGN STRUCTURE



Drive the audience to the website, the nerve center of our campaign.

# MOVIE

An intriguing story illustrating the universal human beauty – soul power.

A movie available to all the human kind worldwide  
to join the movement and share their voice.

(welcome any channels that will air as pro bono on their part)



## COLLABORATION



“The Summit of the Gods” by Baku Yumemakura  
Based on a true story of Masaru Morita (alpine climber).  
A story of the challenge to climb the Everest Southwest  
Face Solo, without oxygen.

MOVIE/CUT 1

You.

Yea, me.

Listen.

I will not allow you to rest.

The day you stop, I die.

For as long as I'm alive, we will thrive forward.

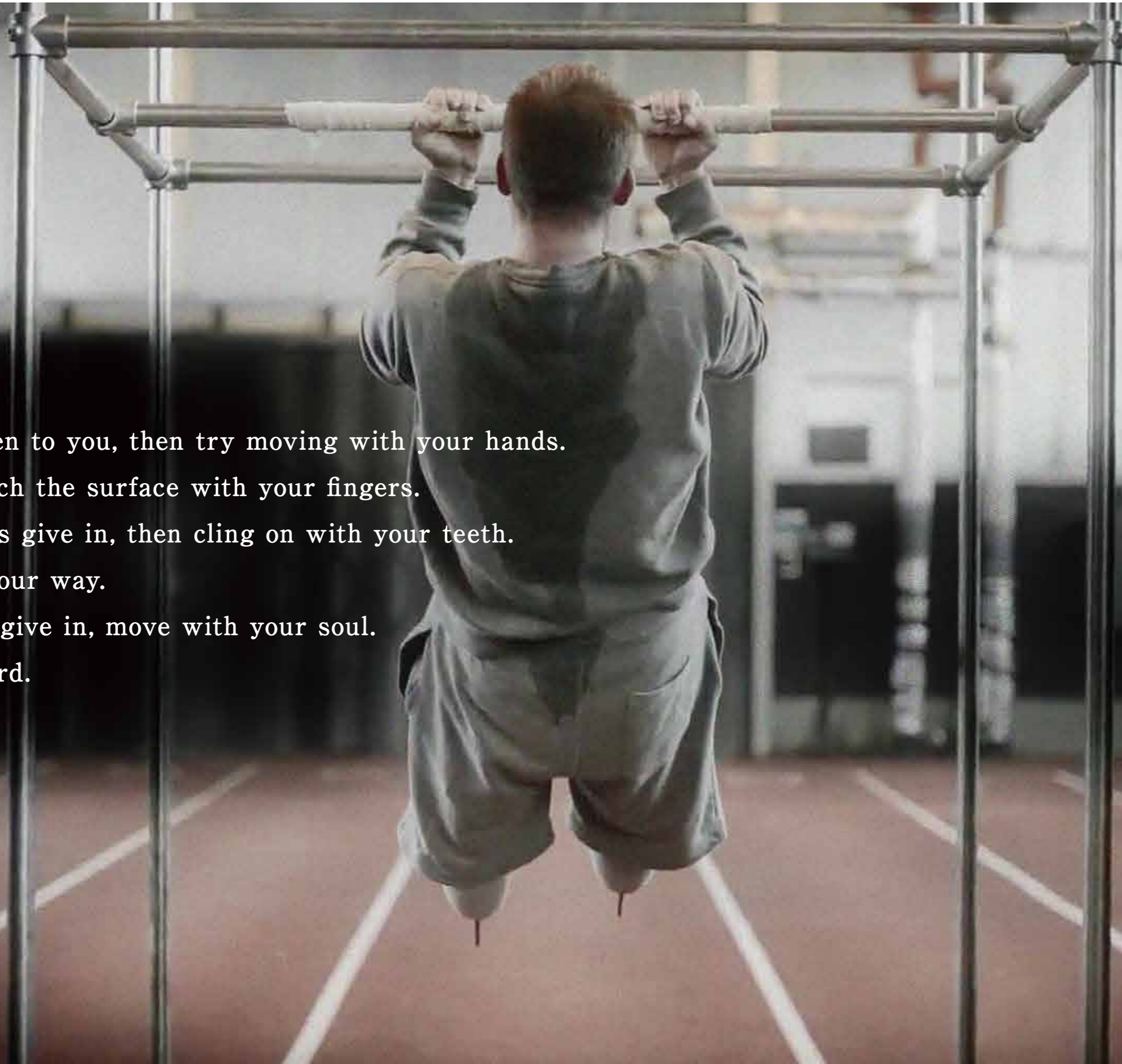
So promise me,

To be restless.



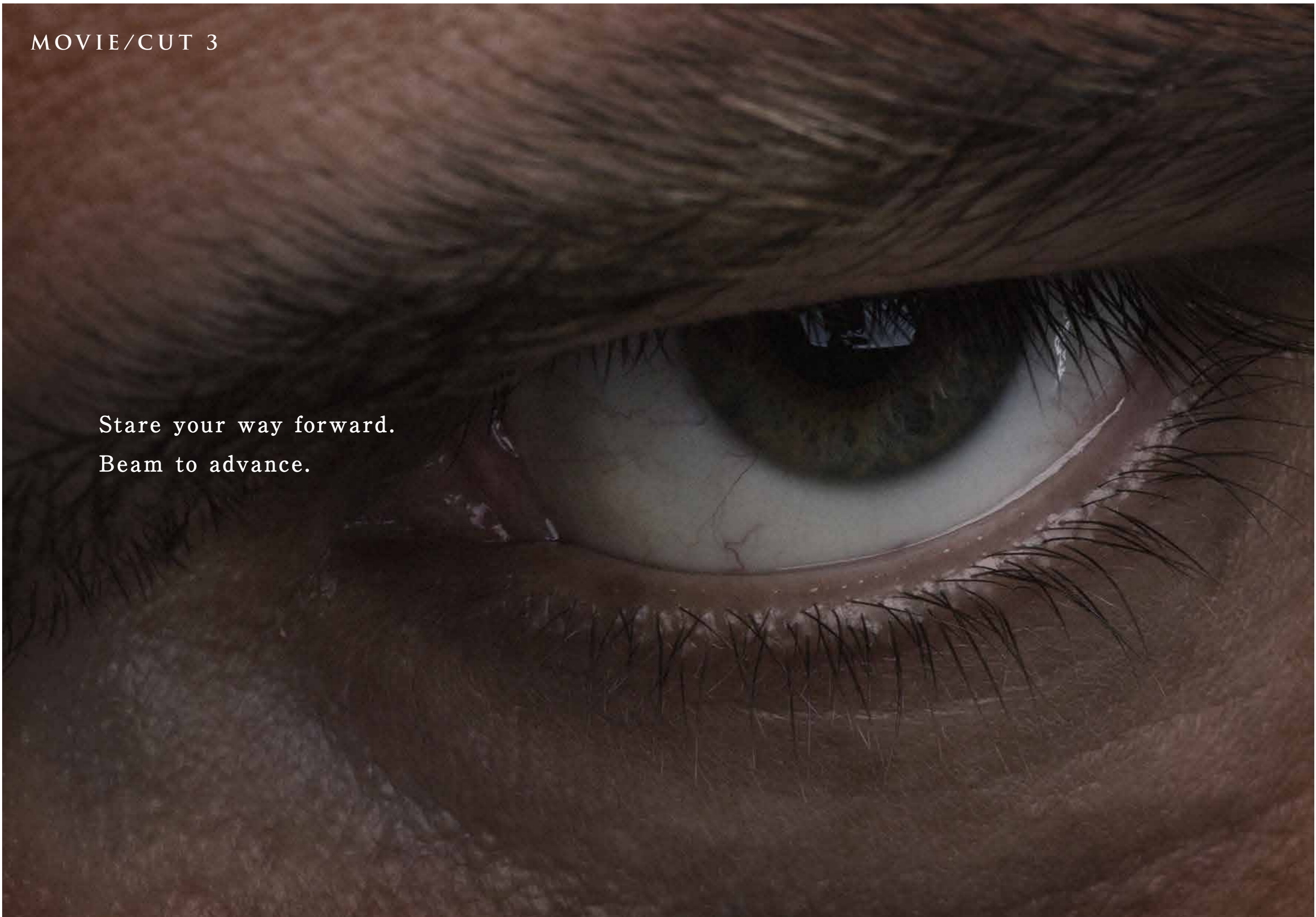
MOVIE/CUT 2

If your legs won't listen to you, then try moving with your hands.  
No hands? Then scratch the surface with your fingers.  
And when your fingers give in, then cling on with your teeth.  
Biting every step of your way.  
And when your teeth give in, move with your soul.  
Stare your way forward.



MOVIE/CUT 3

Stare your way forward.  
Beam to advance.



MOVIE/CUT 4

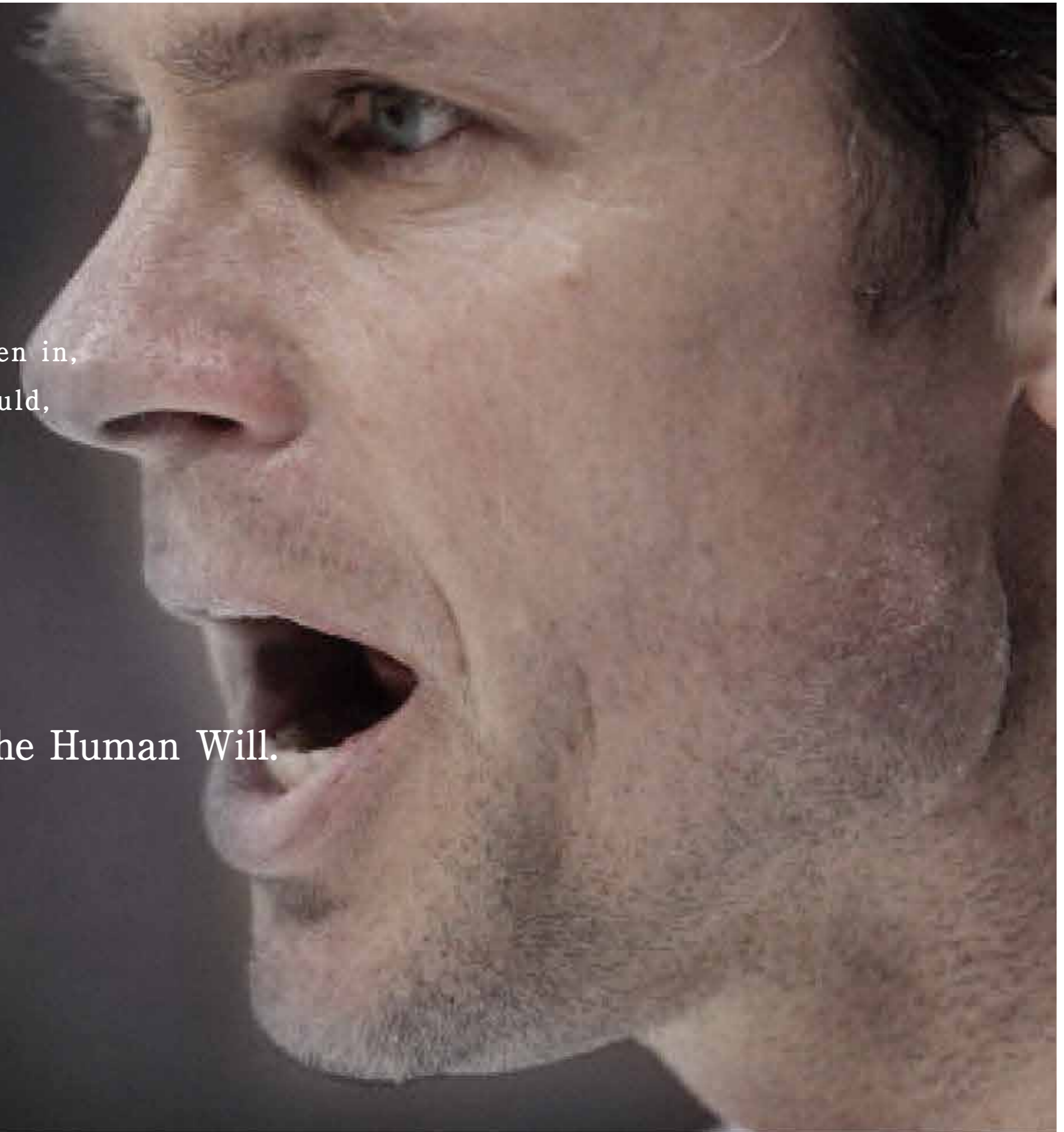
And when your eyes finally given in,  
After trying everything you could,  
Humanly possible.

Then crave.

With all your guts.

Let your will scream out.

And nothing, nothing,  
will stand in the way of the Human Will.



MOVIE/CUT 5

# *The POWER of HUMANS*

The Bone and Joint Decade

# NEWSPAPER

Announce the challenge to every corner of the nation with newspapers.

Involve the whole nation to make it a National Challenge.

# The POWER of HUMANS

The Bone and Joint Decade

If your legs cease to move then walk with your hands.  
If your hands cease to move, then onward with your fingers.  
If your fingers give in, then walk with your teeth  
Bite the snow, walk.  
And when your teeth are no longer, walk with your eyes.  
Go on.  
Move with your eyes.  
Glare with your eyes and walk with your eyes.  
And when your eyes are no longer  
And nothing, that's right, nothing  
Not a single thing is there anymore  
When you really, really  
Truly have lost all means  
When there is absolutely nothing left to enable you to move...  
Then desire.  
With all your gall and gut  
It will be your will

And nothing, nothing,  
will stand in the way of the Human Will.

On December 1, 2014. Physically handicapped team  
will challenge the Antarctic Crossing.

nankyoku.jp





# S O C I A L M E D I A

Through Facebook and twitter, share the passion portrayed in the movie and newspaper.

This project will stir discussions around the world.

# SOCIAL MEDIA

facebook 友達、スポット等を検索 Yo Kimura ホーム

近況をアップデート 写真・動画を追加

今日どんな気持ち?

知り合いかも? すべて

田中克弘さんが南極横断プロジェクトをシェアしました。

42.195km 南極横断プロジェクト

いいね! - コメントする - 13時間前 - 今

小山田 幸子さん、Hirofumi Nakajimaさん、天田 卓良さん、他28人が「いいね!」とコメントしています。

0120-049-035

レクサス公式サイト-lexus.jp-

creativity-online.com/work/west-jet-west-jet-christmas-miracle/33309

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Top News story

JAPANESE EXPLORER 'SHINJI KAZAMA' ACROSS THE SOUTH POLE BY HIS WHEELCHAIR.

42.195km 南極横断プロジェクト

Autos: Joyride

Audi's high-wattage wizard

The German carmaker claims its new A3 e-tron hybrid hatch is so efficient, commuters would fill their fuel tanks every three months, instead of once a week.

The BMW that BMW will not build

Lamborghini's white ghost

How To Get A Job Now

News

Shinji Kazama announced his latest project.

More than 60 soldiers have died in the South Sudanese capital Juba in two days of fighting

Tutu criticises Mandela services

British doctor dies in Syrian jail

Gattuso investigated for match fixing

Former AC Milan and Rangers midfielder Gianpaolo Gattuso is being investigated for match fixing, Associated Press reports.

Arrests in Turkey corruption probe

German parliament confirms Merkel

Diana death police find no SAS role

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January 30, 2014 - Updated 1546 GMT (0346 HKT) Edited by Dave Gilbert in London

Make CNN Your Homepage

EDITOR'S CHOICE Scenes from the field - Ukraine crisis - Hollande split - Amanda Knox - Space travel - Refugee interactive - Nintendo - Beademan

Doctors try to wake F1 star Schumacher from coma

F1 champion Michael Schumacher's sedation is being reduced in an attempt to wake him from a coma after his ski accident. FULL STORY

Why induced comas are bad

Speed 'not important' in ski accident

Retracing Schumacher's ski route

42.195km 南極横断プロジェクト

Carrying tea pots and gas canisters, bags of clothes and bundles of blankets, thousands of refugees have made their way from Syria to Jordan. They tell CNN their stories. READ STORY

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Shinji Kazama Try to cross the south pole

Interactive: Life in refugee camp

These photos will break your heart

KNOX SOLLECTO TRIAL

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キーワードを入力 ニュース

トップ 速報 写真 映像 雑誌 個人 Buzz 画像検索 ランキング ニュースフィード

国内 国際 経済 エンタメ スポーツ IT・科学 ライフ 地域

PR

ツイート 08 いいね! 28 表示数 1,817

風間深志さん、南極横断プロジェクトを開始。現在メンバーを募集中。

冒険家・風間深志さんが10日午後、南極横断プロジェクトを発表した。同プロジェクトでは約5日をかけて南極を横断、日本へと帰国する...続きを読む

画像(Fジテレビ系 (FNN))

映像がうまく見られない場合は

【記事全文】

◆米国は「失望」も説明はせず

・オバマ氏に説明「必要なし」=安倍首相の韓国参拝-菅官房長官 - 時事通信(1月30日)

総合アクセスランキング

1 キムタク「時代劇ダメ」の汚名返上なるか

東スポWeb 1月30日(木)11時11分

# W E B   S I T E

Interest in the project will generate visits to the web site.

Through a variety of contents, visitors will gain in-depth knowledge on the project.

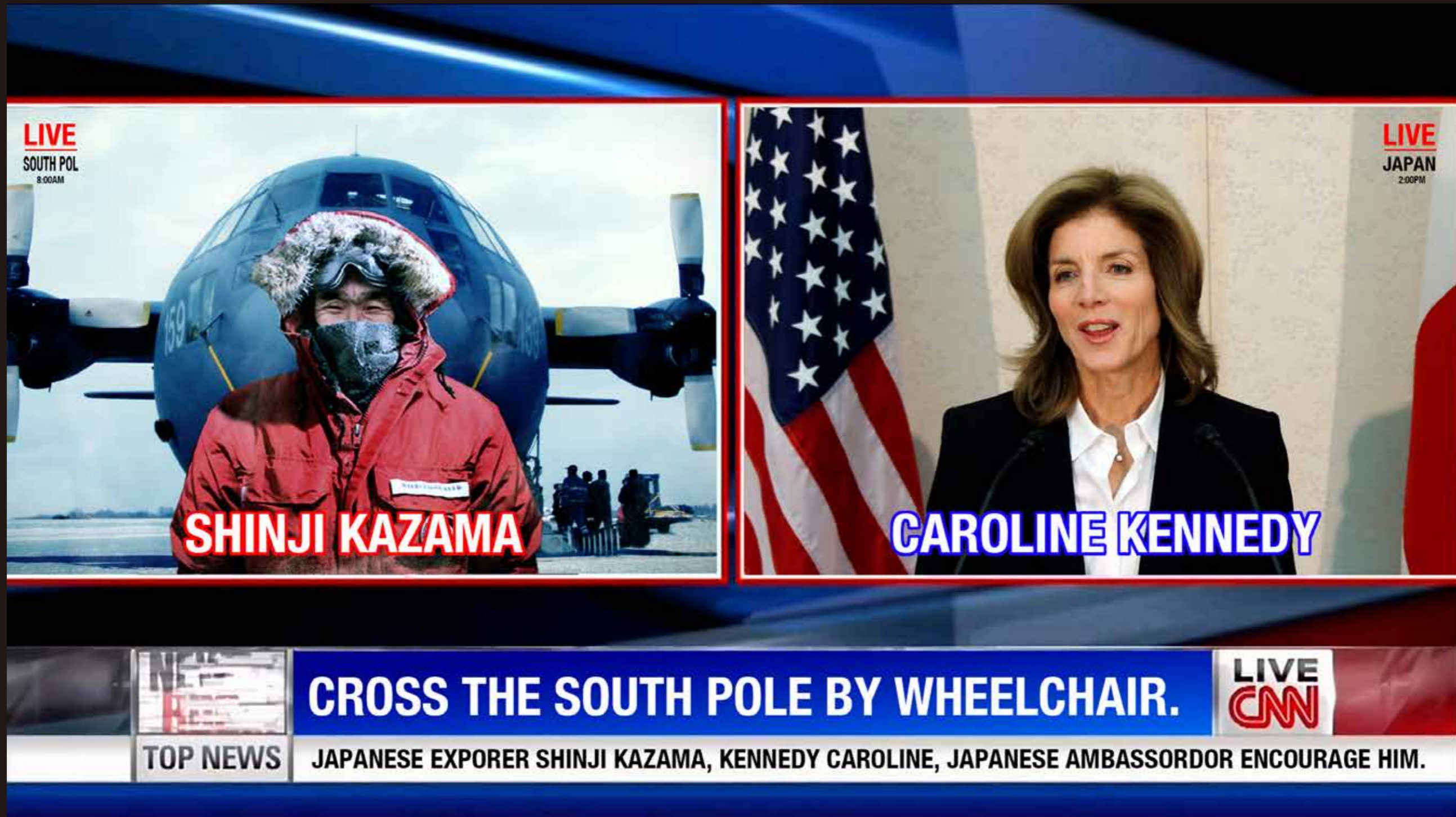


Contents will include overview of the project, training progress of the challengers and planned route. Online fundraising system will be set up, reaching out for contributions.

A photograph of two skiers standing on a snowy slope, silhouetted against a bright, low sun. The sun is positioned between the two skiers, creating a strong backlight effect. The sky is a gradient of light blue and yellow, and the snow is dark in the foreground, becoming lighter as it approaches the horizon. The overall mood is serene and adventurous.

DECEMBER 3. X DAY

# December 3. X Day Antarctica Arrival



With the cooperation of the US government, Kazama-san arrives to Antarctica in a transport air craft, C-130. US Ambassador Caroline Kennedy sends a word of encouragement to the expedition.

# December 3. X Day Cross-Antarctica Expedition Begins



北海道大学  
HOKKAIDO UNIVERSITY

リアルタイム気象予報によるサポートの提供

Google™

インターネット環境の整備

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Panasonic

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adidas®

事前トレーニング、コーチングの提供

The first step of the 42.195km journey across Antarctica begins as the world witnesses.  
Businesses inspired by the project volunteer their support.

# PR

The challenge will be broadcasted in Japan, live from Antarctica, with live footages.  
After the mission is accomplished. PR activities will continue to promote future projects.



# PR Pre-challenge Antarctica Press Conference



A press conference with live broadcast from the Antarctica.

TV and news covers Kazama-san's thoughts, as he embarks on the challenge.

## PR Post-challenge



Kazama-san and the team, after accomplishing the challenge, are greeted by supporter and the media at Narita Airport.

A close-up, side-profile shot of a male cyclist wearing a white helmet and a grey and black cycling jersey. He is riding a white bicycle on a sandy beach. The background shows a sunset over the ocean, with the sun low on the horizon, casting a warm glow. The text is overlaid in the center of the image.

Kazama-san and the team showed us  
“THE POWER OF HUMANS”  
and turns this goal into a new starting line.  
For 2020 Tokyo Paralympic.