

# Elieux Eco Level Liscence

Elieux Eco Level license Global Competition (14 companies)

Collection Elieux International

## What is Elieux Eco Level license?

In this project based on the concept of "value that echoes in your heart", each company commits their main strength (service and products/art), and 14 companies worldwide bring their energy together in a joint promotion license between their different industries. (The planned agreement date is 2018.) At a single place every year, we will hold creative awards, together with customers who have a high understanding of arts and new technology and the world's top 100



These divine features have been assembled here,  
in this high-quality space that enhances the images of the brands and companies that take advantage of them.





$$\begin{array}{ccccc}
 \text{lieux Eco Level License} & = & \text{Collection Elieux (Award)} & + & \text{Elieux Station VR} \\
 \text{エリユーエコレベルライセンス} & & \text{コレクションエリユー (ワールドアワード)} & & \text{エリユーステーション}
 \end{array}$$

A license that combines the world's most advanced  
Collection Elieux(creative awards) and Elys Station (sales space by VR).

Collection Elieux International

## Elieux Eco Level license Global Competition

[Project name] "Elieux Eco Level International Licence Project 2018–2020"

[Form] A global collaboration in the form of "missions" where a single concept is pursued by different industries (14 companies worldwide)

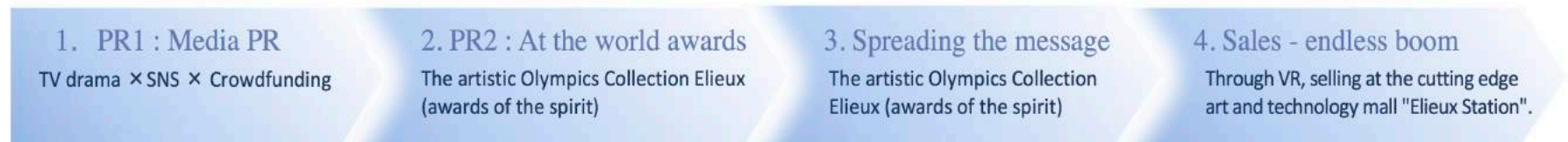
[Global Mission] Positive values are set against negative factors like economic uncertainty, terrorism / war / global warming

[Purpose] To bring together services and products / art that contribute to the 14 prominent companies ecology in the creative world (including eco activities, a beautiful energy between people and the earth), and create a long-tail boom in the world, in pursuit of essential values.

[Decision on the 14 companies] After receiving presentations from each company, one company in each field (by type of product) will be selected.

(Selection criteria: creativity that touches the heart, products and artists that possess the strong influence necessary to meet the needs of the time)

[Project content] With the Collection Elieux event (world awards) as the central activity, presentations / exhibitions / sales will be developed in a place with an environment of perfect brand safety, where the brand image can be protected. Creation of a worldwide boom.



[Deadline for competition application] September 30th, 2018

[Companies proposal] From the content of the license project below, please select a project of your choice.

[Selection method] After looking at the content of each company's application, and watching their presentation, one company from each field (by type of product) will be selected

[Basis for selection] products and artists that possess the strong influence necessary to meet the needs of the time

[Contents of competition presentation] The contents of your proposal should include the vision and planning for how to embody the joint project of 14 companies when your company participates in it.

## One Part of the License - “Collection Elieux”

There are many young people in Japan as well who are unable to do what they want to do and have trouble finding where to direct their own energy. Now the time has come for us to create a sphere of activity where people can use their own skills, and to release the joy and love of people around the world. We came up with the idea of this license based on the Creative Award because we wanted to create a place where things would be appreciated for their true value and find their way into the world.

If aiming at full automation with AI and robotic technologies means making people truly happy, then we have a profound respect toward this goal. “Mankind needs to bring its state of mind one step higher from mechanical labor and do more creative and valuable works that only human beings can do, in order to reach spiritual joy. And this is why we are moving this project forward” When the talent of people around the world unfolds through this Olympics of new arts, new waves will follow in various fields.

Percentage of unemployed young people (Japan) 15 to 34 years old



# “Collection Elieux” Implementation Plan

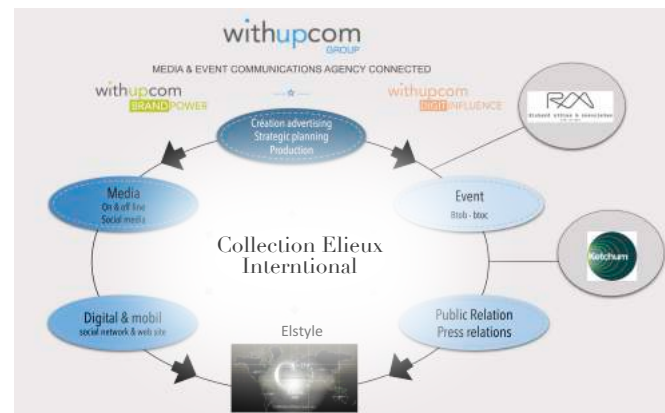
2018: Holding an event in France

2019: Holding an event in the United States

2020: Holding an event in Japan (together with the Olympics Games)

The 2018 Olympic Games will be held in Europe. Three years ago, we had a local event company “withupcom group” that had already participated in our award’s project over five months. Based on such a history with them, I would like to work with them to make this event successful.

Operation Collection Elieux International  
Elstyle + Withupcom + 16 companies





# Business advantages in holding an event in France

There is another reason why we are striving to hold an event in France. The country, being a world-renowned historical art city, has a business market with various advantages such as the following:

- 1) In Europe, people have a deeper understanding and great deal of interest in culture, quality, and design. With their artistic sensibility rooted in their daily life, only “things of value” are appreciated.
- 2) In recent years, the expansion of online shopping share, or demand in organic products and purchasing behaviors have started growing closely by double digits every year.
- 3) While France is topographically the most severe test market in the Western Europe as it is located in the center of the region, it also stands as a cross-point of information from a cultural aspect as a representative of Europe.
- 4) It enables improvement of conformity to the European market and adaptability to any change, which are necessary in order to win the ever-changing global market.
- 5) The actual response to works and products in Europe can bring a great impact on promotions run by countries across the world, including Japan and other Asian countries, which hold admiration for European culture and art.

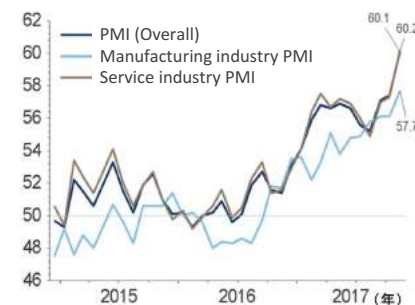


Trends in retail sales in Europe



(注) Thomson Reuters Datastreamよりフィデリティ投信作成。  
2005年1月～2017年9月。2010年平均を100として指数化。

Trends in the French economic index



(注) Thomson Reuters Datastreamよりフィデリティ投信作成。  
2014年12月～2017年11月。



## The national museums of France “Grand Palais”, in France

Taking full advantage of the business perspectives and profound background of historical culture and art, we have developed a branding strategy using this event and will expand it in the United States and other various countries in future. Holding the first event in France, paying respect to the culture, art, and philosophy of creation that played the key role in progressive stage of Europe, will provide an opportunity to obtain the empathy and understanding of people in Europe and other various countries. The event will take place at one of the national museums of France “Grand Palais”, which has brought prosperity to numerous civilizations since its establishment on the occasion of Exposition Universelle de Paris 1900. It is our hope that the president of your company will join the event as a special judge and work together with us to open the door for long-term cooperation and solicit for fans and competitors from all over the world.



## Collection Elieux 2018 in France World Awards for developments in new fine arts and technologies

**Date :** November 3th, 2018

**Place :** Grand Palais National museum

**Theme :** Ai 愛 (Love)—Love is Everything—

The quintessence of life that stirs up from the inside of a creator... "Love" For Love to smash hatred on the earth. For creation without destruction. The creation of infinite love moves the space and world. "Love is only the greatest existing power". The world looks forward to this space energy.

**Contents :** Announcement of participants (exhibits, presentations, concerts, dances, visual spectacles), awards ceremony, and royal party

**Subject areas :** Projects which originated or were improved in the world, through the use of advanced pioneering techniques, in various genres of art, science, music, beauty, theater, dance and video; new methods and expressions implemented in their achievement.

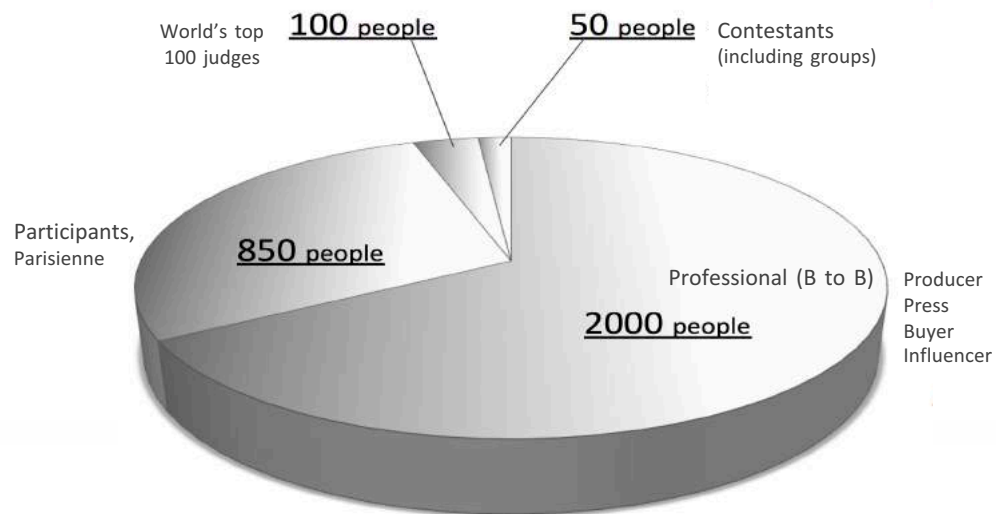
**Applicants sought :** Artists, researchers, industrial and brand name representatives. Applications will be accepted regardless of age or sex. (There will be no restrictions regarding age or amateur status for this year's event.)

**Examination :** Examination : We are inviting 100 of the world's top judges and other people who are part of Collection Elieux. Selection will be performed by an executive committee approved by the Collection Elieux Secretariat and by members of an external selection committee.

**Vision :** Fusion of art and social acceptance Expression : of the intangible (invisible) value, seeing beyond the object itself This stage serves as a base for artists to spread their wings freely to the world and exhibit their creations representing the individuality and conceptual nature of human beings.



## Breakdown of invited guests (3000 people)



## World's top 100 judges from various industries

Collection Elieux is a stage where the most moving creations of beauty and technology are chosen as “awards of the heart”, almost like an art Olympics. We are inviting 100 of the world's top judges and other people who are part of Collection Elieux, along with 3000 celebrities and other people with highly trained eyes for beauty, and we are working together with advertising agencies in both Japan and France in order to hold our first event at the national museum.

Request to the president of your company to be a judge: As one of world's top 100 judges from various industries, your president will participate in the final screening panel (as a representative of the technology field), which will take place in Paris on November 3.

**100 people of the jury of the world**

審査員：世界の各界トップ 100 名による審査会：「最も心に響くもの」を基準に

will be the judges and people associated with Paris Collection, art lovers, Paris-Gennes will also vote.

審査会とVIP パーティー

 <b>Alain DELON -</b> (俳優)	 <b>Alain Wais</b> (モード紙 ディレクター)	 <b>Anne HIDALGO</b> (パリ市長)	 <b>Bernard WEBER -</b> (冒険家・ライター)	 <b>Brian Joubert -</b> (スケート選手)	 <b>Catherine DENEUVE</b> (女優)	 <b>Christian</b> (元サッカー 選手)	 <b>Dirk Meylaerts</b> (建築家)	 <b>Emmanuelle VALLS</b> (Jalouse 誌 エディター)
 <b>Diana ROSS</b> (ミュージシャン)	 <b>Teddy RINER-</b> (柔道家)	 <b>Thierry MARX -</b> (料理シェフ)	 <b>Steven Spielberg</b> (映画監督)	 <b>James Cheng Tan</b> (エディター)	 <b>J PAUL GAULTIER-</b> (デザイナー)	 <b>Jean RENO - Actors</b> (俳優)	 <b>Judith Girard-</b> (エディター)	 <b>kenzo TAKADA</b> (デザイナー)

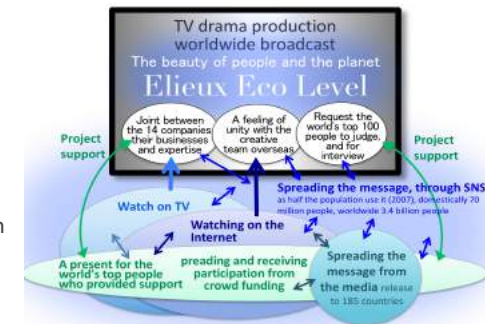
## World's top 100 judges × world's Crowdfunding review vote

**Crowdfunding** ... Make an announcement of the event. Solicit for the contestants. Online voting for award.

**Crowdfunding messenger(hero)** ... We based on the messages from key members from your company and licensee company, world's top 100 judges from various industries .

A virtual participation type event where contestants share the stage with their audience of fans and supporters in a united world. Works of art and dramatic concepts are presented in the internet (Crowdfunding, SNS, internet Media) and contestants can be applauded.

Strategy combining media in world



Collection  
World Award  
Elieux  
2020

The beauty of god project, for making people together with the planet beautiful

### Elieux Eco Level

An international license project with 14 companies worldwide (products/art)



Creating a Cinderella story (product/art) myth that will resonate with the world....

Sharing the vision (cultural capital)

Give people a clue to your company's Cinderella story, giving people the true nature they desire, and a chance to connect with the world and share the project identity. We think about 'to whom, where and how' we could convey the "core values, and connect the clients' minds and the brand's image.

At the core of the concept "godlike beauty of god", the identity which this creates will elevate the brands and products to a more universal level.



## PR in the venue France

Adopt a strategy of infiltration in the heart of representative target living universe: Work+Transport+Shopping

## Strategy combining media in France



For Internet



For Press



For Magazine



MEDIA PLANNING		2018										
CLIENT	COUNTRY	32	33	34	35	36	October	37	38	November	39	40
											Event November, 3	
		PRESSE NEWSPAPERS										
	France											
		PRESSE MAG										
	France											
		OUT OF HOME DISPLAY										
	France											
		DISPLAY										
	France											
		FASHION TV										
	Internationale											

## PR in the venue France : TV

### TF1

TF1 (té effe un pronounced [te ɛf œ]) is a private national French TV channel, controlled by TF1 Group, whose major share-holder is Bouygues. TF1's average market share of 24% makes it the most popular domestic network. It is also considered to be the most viewed television channel in Europe.



- On the other hand, we got to be permanently present on MYTF1, with more than 8,000,000 views per month: Our strategy:

1) To associate 100% with the MyTF1 platform on all screens, in a totally premium universe brand safety (device subject to inventory)

- Dressing the home page for 3 days
- Interstitial on the mobile for 3 days
- Exclusive display sponsoring of the mini-player
- 1st pre-roll position on the entire site for 3 days
- IPTV Brand Channel for 2 days to promote your content

2) Privatization of all 4 replay screens on one day

- Presence on all advertising formats, 100% of voice share
- Budget: (in addition to the current estimate): 150K € net3) Edito On Demand: brand tab within the MyTF1 News site
- Create branded content with a branded tab in the colors of the advertiser with articles and videos
- Possibility to integrate a live capture produced by the advertiser
- Budget: (in addition to the current quote): between 50 and 100K € (excluding live video technical fees)

## PR in the venue International : TV

### Fashion TV



- ♥ Direct contact with an upscale and influential target group
- ♥ Presence on a multi-media platform with exclusive, innovative and trendy content
- ♥ Powerful exposure in an uncluttered and unique advertising environment
- ♥ Increased advertising awareness due to the interested and loyal audience
- ♥ The only TV equivalent to hundreds of fashion and lifestyle print magazines.

Since its inception in 1997, fashiontv has been setting the highest standards for excellence in fashion and lifestyle broadcasting. The only TV equivalent to fashion print media appealing to everyone interested in fashion, style, beauty and trends, fashiontv understands and caters to its audience by providing original, unbiased and informative programming not available on other networks. A strong image and exceptional awareness of fashiontv's brand projects a unique, cosmopolitan and a modern style allowing for influential partnerships with many global brands.

30 days promotion on FTV prior the Event

The 15 sec spot will be broadcast on FTV EUROPE and ASIA

Number of broadcast per day: 5 times in prime time (5 in the evening)

(price per spot: 150 EUROS / total value of campaign: 22 500 Euros).

50 % discount granted

The AWARD event will be showed on FTV in form of tree - 3 minutes video; THE videos will have as titles:

ELIEUX at GRAND PALAIS in PARIS (general event presentation)

ELIEUX FASHION SHOW (just the fashion show)

ELIEUX COCKTAIL AND PARTY (just the evening part with a special focus on celebrities and awarded participants)

The reports will show companies and artists presented at the event in form of product placement, including the logo of the company

ELIEUX at GRAND PALAIS in PARIS will be broadcast 20 times on FTV EUROPE and FTV ASIA (value 12 000 EUROS)

ELIEUX FASHION SHOW will be broadcast 16 times (value 9 600 EUROS)

ELIEUX COCKTAIL AND PARTY will be broadcast 10 times (value 6000 EUROS)

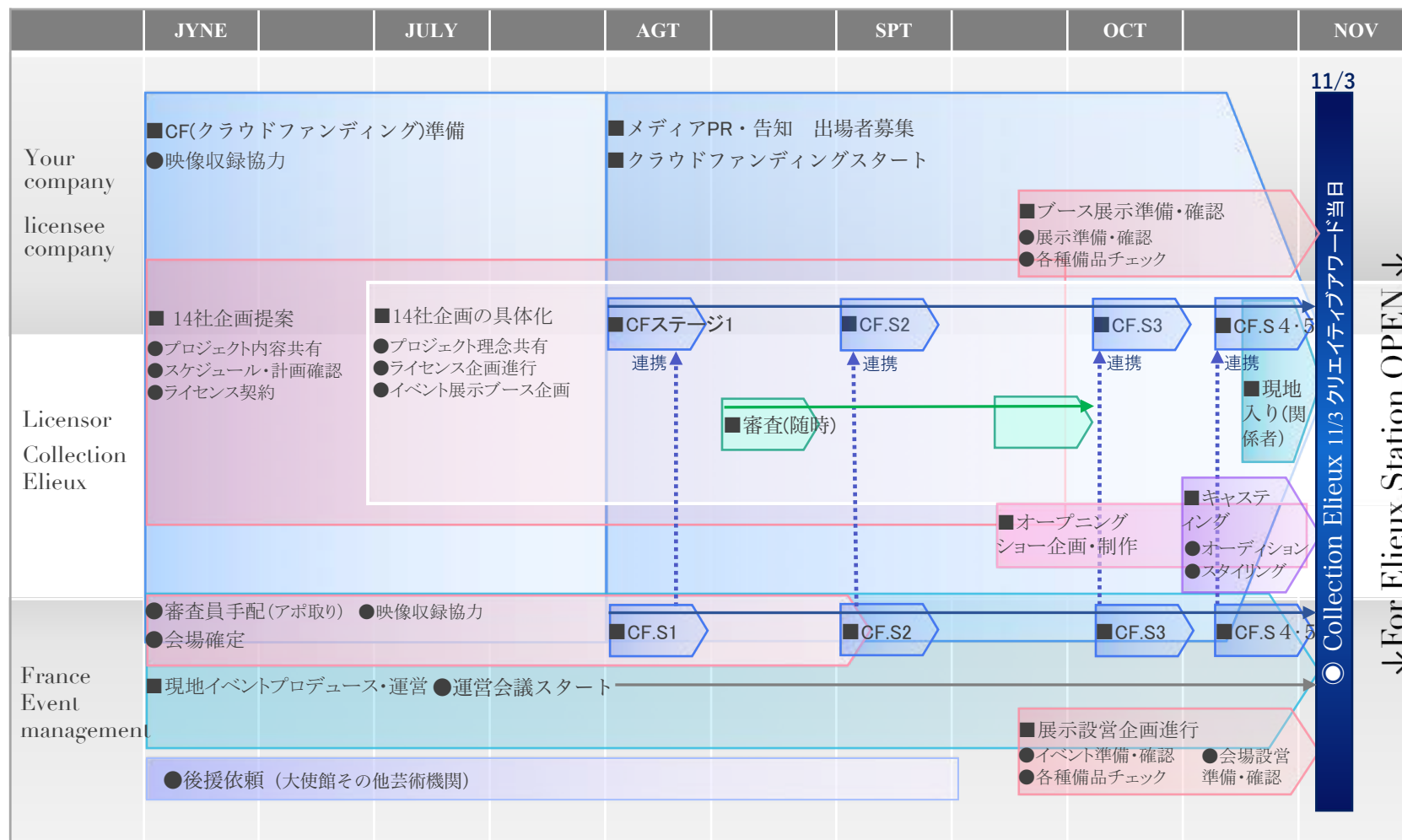
(price per 1 minute: 200 EUROS/ total value 1 spot : 600 EUROS/ total value of campaign: 27 600 EUROS)

**BONUS Included in the package:**

- the partner can communicate FTV logo as a media partner on all communication supports
- the partner can build FTV studio for the event at his costs where all interviews will be held
- all videos will be shown on FTV YOUTUBE (20 mln subscribers)
- event information will be shown on FTV.com website in the party and event section



## Collection Elieux 2018 Schedule



Thank you very much for giving up for time for Elieux today.

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## Contact

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Web : site of license project of 2014 <http://elieux.blogspot.com>