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Master's Thesis  
Academic Year 2016

Effectiveness of Time-Lapse Photography  
for an Apparel Brand Promotion

Keio University,  
Graduate School of Media Design

Gaku Hayashi

A Master's Thesis  
submitted to Graduate School of Media Design, Keio University  
in partial fulfillment of the requirements for the degree of  
MASTER of Media Design

Gaku Hayashi

Thesis Committee:

Associate Professor Kazunori Sugiura	(Supervisor)
Professor Sam Furukawa	(Co-supervisor)
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Abstract of Master's Thesis of Academic Year 2016

## Effectiveness of Time-Lapse Photography for an Apparel Brand Promotion

Category: Action Research

### Summary

This research is an action research about apparel brand promotion using time-lapse photography to enhance the branding promotion in means of creating a brand line-up concept video to be played at several exhibitions. Time-lapse photography is getting popular recently, as we can tell from iPhone with its iOS8 new feature, and some DSLR cameras have time-lapse mode built-in originally.

The target apparel line-up for this research is CIVILIZED, a Japanese domestic brand founded in 2009 by Kazuhiro Nomura and Satoshi Okugawain, currently based in Daikanyama. By creating its promotion video for the season “Fall/Winter 2016”, CIVILIZED was able to use the video as a marketing tool for several of its exhibitions held during the months of September, October, and November 2016.

To evaluate and estimate the effectiveness of time-lapse photography, surveys have been conducted to customers and sales clerk, and the sales data of which was also collected during that of exhibitions with the promotion video being played.

### Keywords:

Factory Night View, Time-Lapse Photography, Promotion Video, Marketing, Branding

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