

Title	Effectiveness of time-lapse photography for an apparel brand promotion
Sub Title	
Author	林, 岳(Hayashi, Gaku) 杉浦, 一徳(Sugiura, Kazunori)
Publisher	慶應義塾大学大学院メディアデザイン研究科
Publication year	2016
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2016年度メディアデザイン学 第546号
Genre	Thesis or Dissertation
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40001001-00002016-0546

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the KeiO Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

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)
Senior Assistant Professor Marcos Sadao Maekawa	(Member)

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

Keio University Graduate School of Media Design

Gaku Hayashi