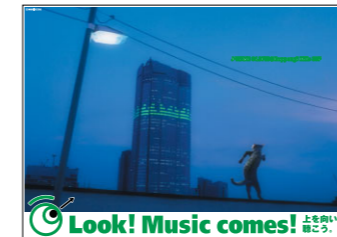


J-WAVE 81.3FM / Singing Tower Project (Please see video)

This project was carried out to promote J-WAVE's relocation to Roppongi Hills, a newly-developed town area in Tokyo, and introduce its new program contents. The new office tower was transformed into a real-time sound indicator that pictured J-WAVE sounds on-air, by illuminating the building from the inside. Nearby bars and restaurants with a view of Roppongi Hills all tuned into J-WAVE.

This campaign has won J-WAVE a great increase in listeners and an overwhelming popularity amongst 20-30 year-olds. The station now ranks no. 1 in audience rating. The Singing Tower Project is currently awaiting recognition by the Guinness Book of World Records for the world's largest sound indicator.

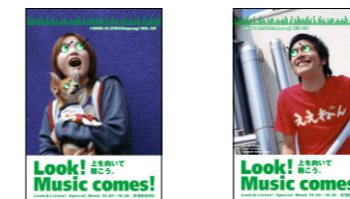
● Creative works



poster



T-shirt



magazine



CD jacket



sign

