

7th November 2018

Global campaign Say Pocky! launches 11th November is Pocky day



On 20th October 2018, Ezaki Glico Co., Ltd. launched its global Pocky day campaign 'Say Pocky!' Pocky day, which falls annually on 11th November, has been commemorated with global campaigns since 2016. This year, the campaign has expanded to a total of 9 participating countries - Thailand, Indonesia, Malaysia, the Philippines, Singapore, China, Taiwan, the United States of America, and Japan.

Starting 20 October, you can visit the official campaign mobile site to take, decorate and share your very own Pocky snapshot!

Snapshots may be chosen to appear on the Glico sign at Osaka, Japan from 10th to 11th November! Catch them also on digital billboards in other countries such as China, Malaysia, Thailand, Indonesia, the Philippines and Taiwan. Pocky's new global website, which was also relaunched on 20th October, features an AI that analyses your voice as you say 'Pocky' and recommends you a unique playlist based on the emotion it detects in your voice.

As part of this campaign, a study of approximately 200 university students was carried out under the supervision of smile research pioneer Mr. Toru Sugahara to investigate how effective saying "Pocky!" is in creating a smile. Results reveal that "Pocky!" is the magic word for 'golden ratio' smiles. With Pocky! smiles, we set out to spread Pocky's brand message 'Share happiness!' worldwide.

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Say Pocky! Campaign Outline

Name: Pocky day - Say Pocky! Campaign
 Duration: 20th October – 30th November 2018
 Activities: See below
 Official campaign site: <http://pocky.glico.com/pocky2018/> (English)
<http://pocky.glico.com/pocky2018/jp/> (Japanese)

Smile for a photo with Pocky!

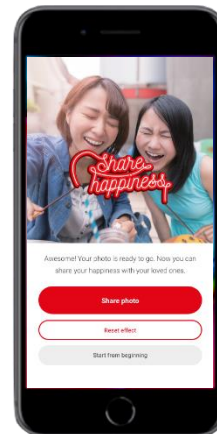
Take a photo with your sticks of Pocky and connect them with our 'Share happiness!' sticker!
 Your smiles will be picked at random to be shared on digital billboards across the globe!



Main page



3, 2, 1... Say Pocky!



Your photo is ready!

Photo submissions will be featured on the Glico sign at Dotonbori in Osaka after sunset on 10th and 11th November 2018. In collaboration with Chinese e-commerce giant Alibaba, visitors to Osaka's Glico sign may even catch a glimpse of Alibaba's mascot saying Pocky! Will we see your smile on any of these iconic digital billboards?



Japan



China



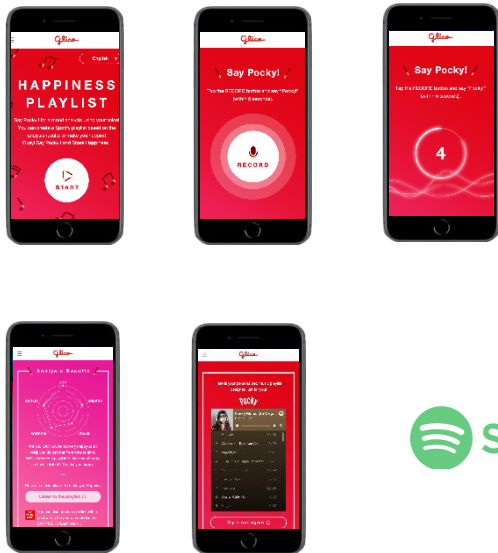
Malaysia



Thailand

Create a playlist for your mood with Pocky!

Say Pocky! A built-in AI will analyse your voice recording to recommend a playlist on music streaming app Spotify (Kugou for China) that is unique to you and your current mood.



About Pocky

Pocky Chocolate was released **in 1966** and promoted as the world's first chocolate stick biscuit.

Pocky is so shareable that you'll want to share it with your friends and family any time, and anywhere. Pocky is all about 'Share happiness!' Let's all share Pocky and bring happiness around the world.



What is 11.11 Pocky day?

Pocky day was established as the day to encourage people to start sharing happiness in 2016. 11th November was chosen to be Pocky day because the shape of the number "1" resembles Pocky's stick shape.

We hope that Pocky day will become the day not just to think of and appreciate the important people in your life, but the day to take action to make them happy more.



About 200 college students have experimented

In order to determine whether “Pocky” really is the “Golden Ratio Smile” for making people smile in photographs, we performed an experiment with the assistance of some 200 students.

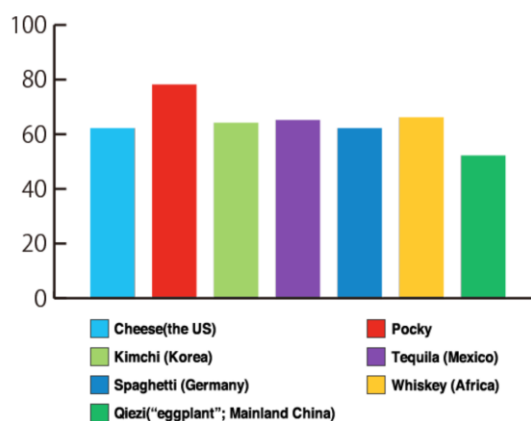
In the experiment, for comparison purposes we used 7 different words used when taking photos around the world: “Cheese” (the US), “Kimchi” (Korea), “Tequila” (Mexico), “Spaghetti” (Germany), “Whiskey” (Africa) and “Qiezi” (“eggplant”; Mainland China) as well as “Pocky”.

We asked them to subjectively rate the words out of 100 based on how well saying each word caused them to smile.

The final survey results showed “Pocky” having an average score of 77, while the other words were all in the 60s, with “Pocky” easily outstripping the others in making the respondents smile.

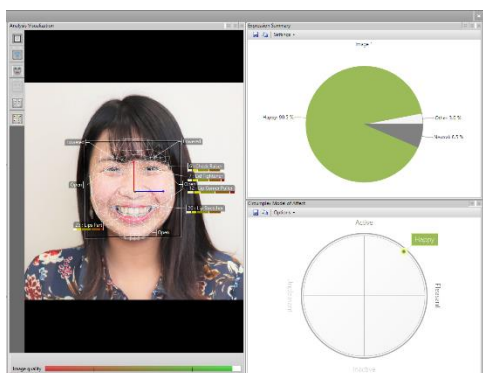
Most of the students responded that “The popping sound of the po- feels good and it was easy to smile naturally” and “The -y sound at the end makes it easy to smile”.

About 200 college students have experimented.



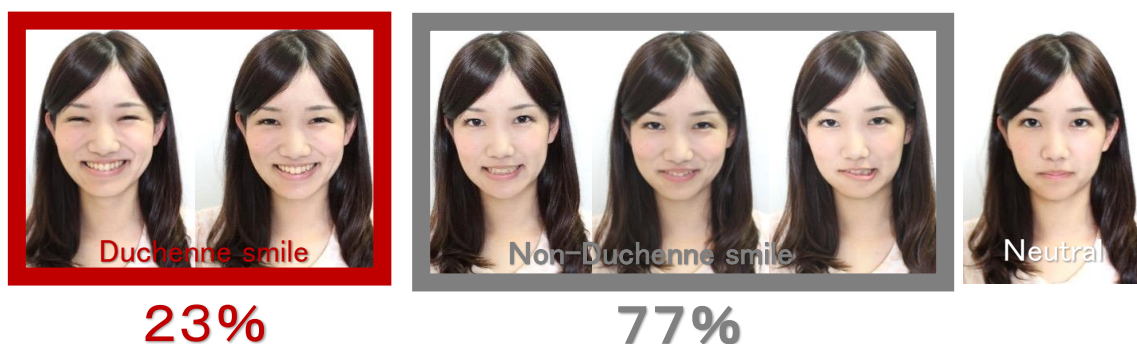
* They answered the questionnaire without knowing that it was Glico's experiment

Furthermore, under the supervision of the Smile Researcher Professor Sugahara, we also performed an experiment with a face reader in order to analyze the smiles actually created by these photographers’ phrases. “Pocky”, more than the others, was found to easily produce a “Duchenne smile”, the ideal standard of smiles.



Duchenne smile

This sort of smile is generally called a Duchenne smile (named after the 19th century French neurologist, Duchenne de Boulogne), which indicates a heart-felt facial expression in which the eyes are smiling and the muscles around the mouth and eyes are actively engaged. It is said that only 23% is able to make this "Duchenne Smile" with your own will.



‘Pocky’ is the magic word for forming a ‘Golden Ratio Smile.’

In fact, in order to bring out a smile that gives a good impression and lasts in the memory, you need to warm up your muscles.

Stretching your “sleeping” mimetic (facial expression) muscles immediately before you produce a smile enables you to form a Duchenne smile, also known as a genuine smile, without any trouble.

When you call out “Pocky,” you open your eyes and stretch your cheek muscles to form a facial expression of surprise with the “Po,” then you can effortlessly form a facial expression close to a smile with the “cky.” Thoroughly warming up your cheek muscles lifts the corners of your mouth enabling you to give an appealing Golden Ratio Smile. You might say that pronouncing “Pocky” when you take your photos is a technique you can immediately put into practice for taking photos of your smile.



Acclaim from Smile Researcher, Dr. Toru Sugahara

Born in Dazaifu, Fukuoka. Completed the Doctoral Program of the Department of Bioscience and Textile Technology, Interdisciplinary Graduate School of Science and Technology, Shinshu University, and was awarded his Ph.D. (Engineering) in 2005. Former Professorial Assistant, Faculty of Human Sciences, Waseda University; Assistant Professor, Faculty of Human Sciences, University of Human Arts and Sciences; and Extension Center Lecturer and Contract Lecturer, Faculty of Human Sciences, Waseda University. Currently Visiting Researcher, Advanced Research Center for Human Sciences, Waseda University; Contract Lecturer, Faculty of Information Sciences and Arts, and Visiting Researcher, Research Institute of Industrial Technology, Toyo University; Engineering Adviser, Tokyo Metropolitan Industrial Technology Research Institute; Representative Director, Society of Smile Science (SSS). Currently engaged in “research into the mechanisms and generation of smiling aimed at kansei formation” and has received multiple academic awards for this research.



SSS Representative – Kansei Value Producer
Toru SUGAHARA
Ph.D. (Engineering)

About Ezaki Glico Co., Ltd.

Ezaki Glico Co., Ltd. (“Ezaki Glico”) is a leading food company headquartered in Osaka, Japan. It has 11 business locations and 23 group companies in Japan, and 14 subsidiaries in nine countries. Ezaki Glico operates a total of 19 plants and has 5,488 employees over the world.

Since the launch in 1922 of the nutritious and fortified Glico caramel in its distinctive red box, the business activities of Ezaki Glico have adhered to the corporate philosophy of "Enhancing Public Health Through Food." Upon the 70th anniversary of Ezaki Glico in 1992, this same spirit and dedication were incorporated into the revised corporate philosophy of "A Wholesome Life in the Best of Taste."



Glico caramel – the company's first product – incorporates the innovative creativeness of Mr. Ri-ichi Ezaki, the company's founder. From the beginning, all personnel working for the company have been dedicated to further enhancing people's health and quality of life. This has led to the expansion of business lines beyond confectionery to include ice cream products, processed foods, desserts, milk products, baby formula, food ingredients and ingredients for cosmetic and health products.

Ezaki Glico has generated consolidated sales of JPY353.4 billion in FY 2017. Ezaki Glico's business covers 30 countries and areas in Asia, the South Pacific, North America and Europe. In ASEAN, Glico Asia Pacific was founded in June 2017 in Singapore.