Coca-Cola Bottlers Japan Inc. (“Coca-Cola Bottlers Japan”) (Head office: Minato-ku, Tokyo; Representative Director & President: Tamio Yoshimatsu) implemented measures for tackling the problems of crowded commuter trains through the use of the smartphone application “Coke ON TM” during the periods between 5:00 and 7:59 and between 17:00 and 19:59 from July 1 through September 30, 2018. In the 5th Comfortable Commuting Promotion Conference, held on November 27, 2018, Coca-Cola Bottlers Japan won the “Jisa Biz Promotion Award (Promotion Category)” for its contribution to the future spread of and awareness-raising about Jisa Biz and the “Reiji Matsumoto Special Award” for its innovative, talked-about corporate initiatives.

Coca-Cola Bottlers Japan is sympathetic to Jisa Biz, Tokyo Metropolitan Government’s campaign for reducing congestion during the morning rush hour and accelerating the Workstyle Reforms. To be more precise, in the awarded initiatives, Coca-Cola Bottlers Japan doubled the number of stamps (a stamp is normally given for the purchase of a product, but two stamps were given) for the customers who connected their smartphone to Smartphone Machines ® installed at stations by using the “Coke ON TM” application and bought Coca-Cola products during the periods designated by Coca-Cola Bottlers Japan. This has contributed to improved productivity and work motivation of businesspersons who leave their home or office early.

The initiatives successfully made customers feel “it was worth more than the price” by linking promotional activities for Jisa Biz and Coca-Cola Bottlers Japan’s proprietary promotion of the use of Smartphone Machines ®, which were widely used in the Tokyo metropolitan area. This has helped Jisa Biz to be recognized, established, and adopted. In addition, the promotion conducted in cooperation with railway companies that serve many customers in Tokyo and the surrounding area has maximized the promotional effects.

By undertaking active measures through the use of its machines, Coca-Cola Bottlers Japan will continue to contribute to the Workstyle Reforms, including increasing the awareness of Jisa Biz, according to Tokyo Metropolitan Government’s priority policies.
[Awarded initiatives: Coke ON™ application-based Coca-Cola machine special offer]
Coca-Cola Bottlers Japan normally gives a stamp for the purchase of a product and a free drink ticket for 15 stamps for the customers who connect their smartphone to Smartphone Machines ® by using the “Coke ON™” application and buy any type and size of Coca-Cola product. Customers can exchange the ticket for a free drink, anything they like, sold by a Smartphone Machine ®. By using this service, Coca-Cola Bottlers Japan doubled the number of stamps (a stamp is normally given for the purchase of a product, but two stamps were given) for the customers who bought Coca-Cola products from “Coke ON™” machines at stations during the periods between 5:00 and 7:59 and between 17:00 and 19:59 (off-peak times of commuting and leaving work on time) from July 1 through September 30, 2018.

*“Coke ON™” and “Smartphone Machine ®” are The Coca-Cola Company’s registered trademarks.*