

YASKAWA BUSHIDO PROJECT



Challenge

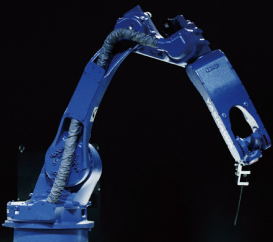
Yaskawa is one of Japan's leading mechatronic companies. As the robot industry market becomes globally competitive than ever, they strive to generate their brand recognition with their unmatched technology.

Idea

How close can robots get to humans? This quest is showcased by re-creating Master Isao Machii's ultimate samurai sword action, "Iai-jutsu" through Yaskawa's flagship industrial robot, 'MOTOMAN-NH24'.

Result

4.5 million views on YouTube and being featured in various worldwide media brought upon promotional value of more than US\$8,000,000 furthermore, inquiries for product and technology soared.



YouTube = 4.5 million views

Media Value = \$US 8,000,000

SNS = Over 530,000 Shares

