



HITOTOKI CLOCK

24H OF THE MOST HANDMADE MOVIE CLOCK

BACKGROUND

The joy of handmade to everyone.

HITOTOKI is a Japanese stationary brand, specializing in items that are used for handmade craft and aims to celebrate each and every moment of life, by adding a small touch to simple, daily items. In a world where everything is so hectic and efficient, we wanted to bring the value of handmade to life.

IDEA

The world's most handmade 24-hour movie clock.

We created HITOTOKI CLOCK, the "world's most handmade" 24-hour movie clock. There are 1,440 minutes in a day, and we created different combinations of small items to express each and every minute. We actually filmed these in a single, 24-hour cut. At our official website, we released a real-time version of the clock. We created a new kind of branded content that is actually useful in daily life.

RESULT

HITOTOKI—Handmade—Achieved a quality brand awareness

After being publicized by a variety of WEB media, the page view of the brand site increased over 700%, and the site has been visited over 70,000 times. By combining visual identity with content, it has contributed to increased awareness of the brand itself.



REALTIME CLOCK on WEBSITE



USE SCENE

