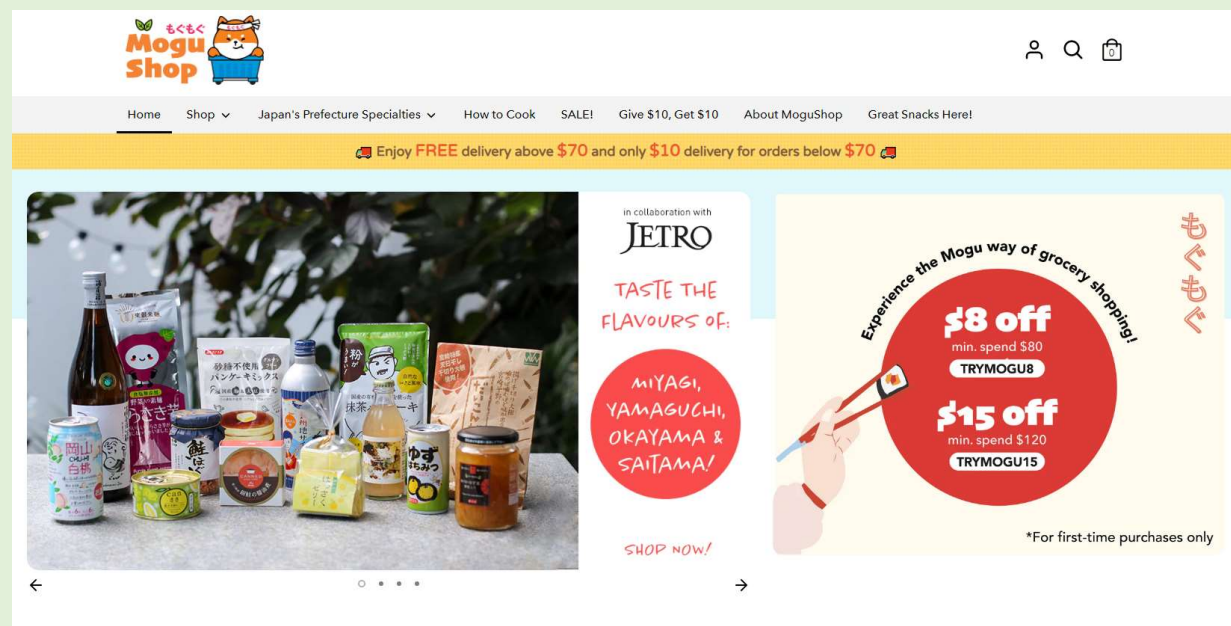




<https://mogushop.asia/>

- 2020年設立
- 日本食品を中心とした品ぞろえのECサイトを運営
- 日本の地方産品をサイト上で特集し、紹介している
- JAPAN MALL事業での連携は初めて

▼ Mogushopサイトトップページ



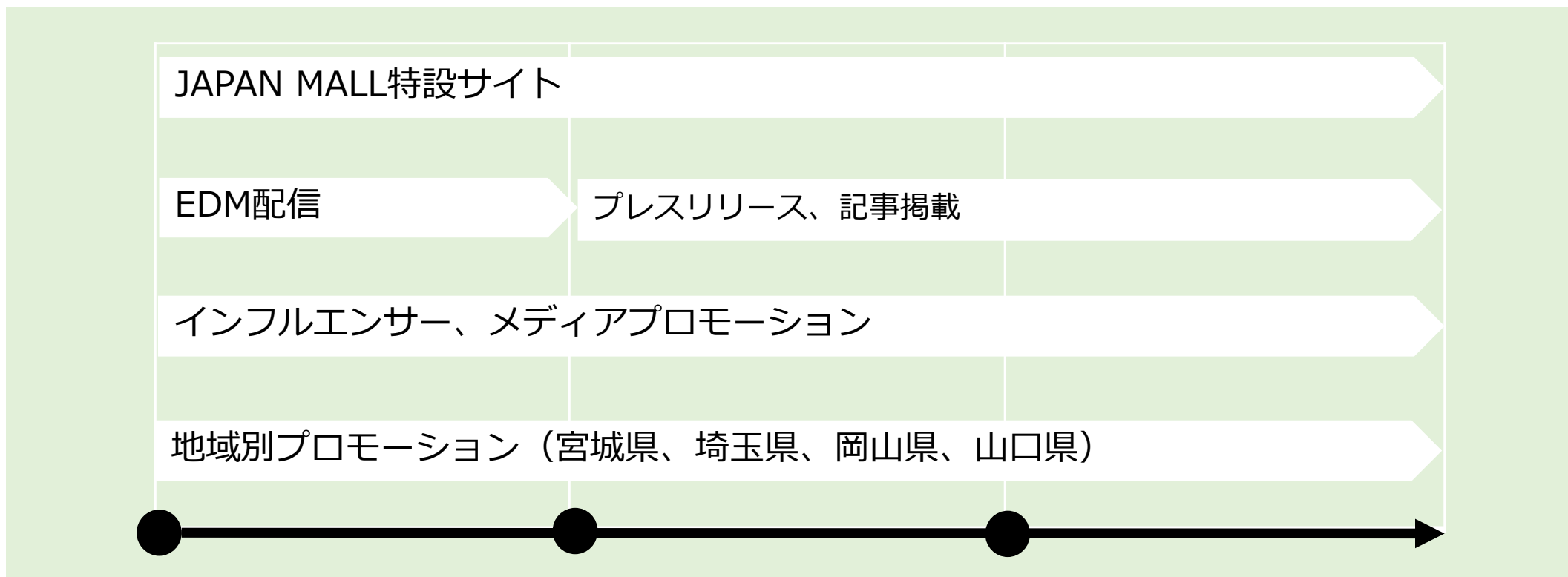
MoguShop連携報告 1. プロモーション概要・実施期間

<プロモーション概要>

実施期間：2022年3月1日～2022年3月29日

商品カテゴリ：食品

各県による地域別のプロモーションも同時に実施した（宮城県、埼玉県、岡山県、山口県）。



2022年
3月1日開始

3月11日

3月18日

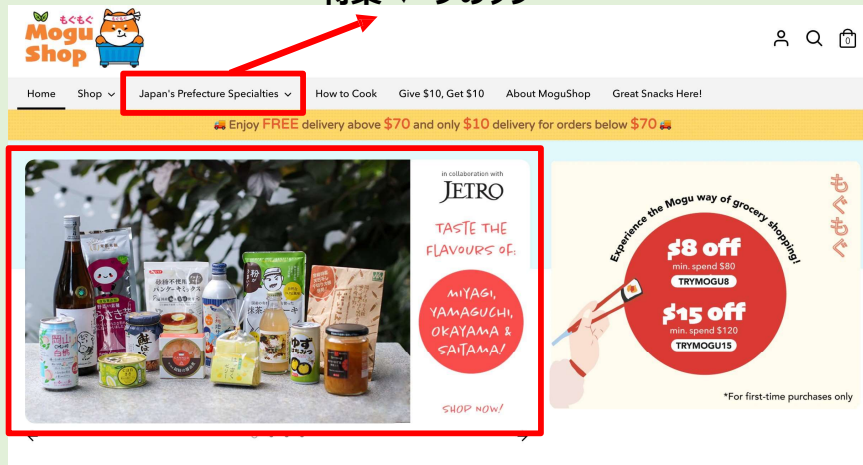
3月29日終了

MoguShop連携報告 2. プロモーション詳細 ①特設サイトの設置

<概要>

期間：2022年3月1日～2022年3月29日 特設サイトを開設

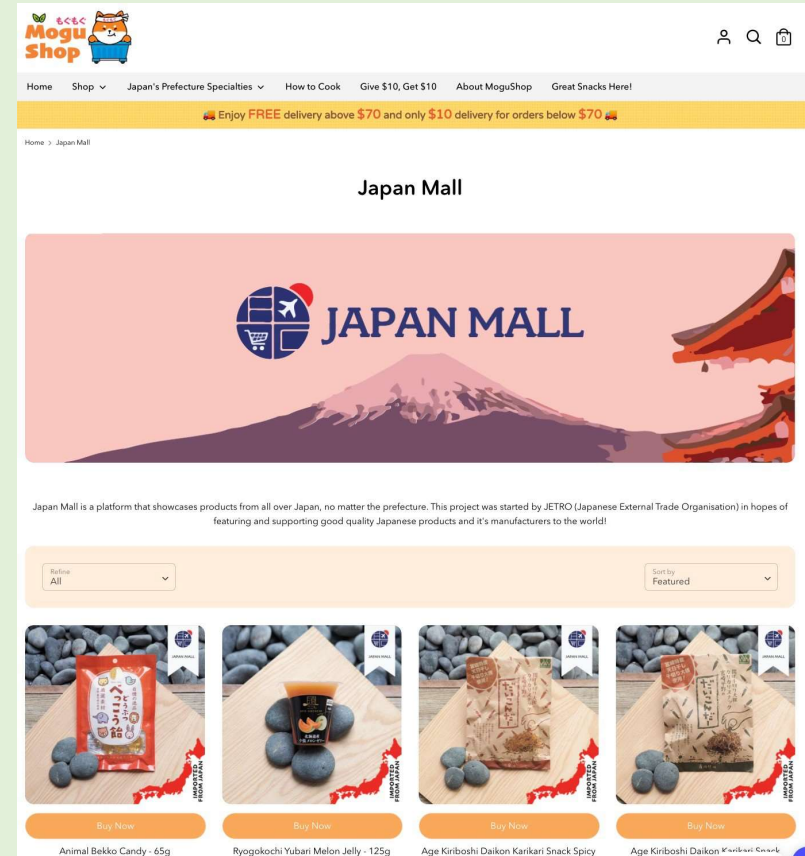
特集ページのタブ



Japan's Prefecture Specialties ▾

- IBARAKI
- MIYAGI
- OKAYAMA
- SAITAMA
- YAMAGUCHI
- JAPAN MALL

JAPAN MALL特集ページ



トップページのメインページバナーと特集ページ

JAPAN MALL特集ページ

▲特設サイト

MoguShop連携報告 2. プロモーション詳細 ②EDM

<概要>

MoguShopのユーザー向けにEDMを配信。自治体特集とJAPAN MALL特集について案内。



OF NEW REGIONS & FLAVOURS!

We're back with new exciting partnerships with 4 Japanese prefectures: Miyagi, Saitama, Okayama, and Yamaguchi, as well as Japan Mall - a platform that features items from other smaller prefectures!

After months of curating and selecting the best items that represent each prefecture's own unique taste and culture, we are proud to finally present you our expanded selection of one-of-a-kind, delectable products that includes snacks, ready-to-eat meals and premium sake!



Keep scrolling to check out what each prefecture has to offer & get an additional

10% off with code:

"TRAVELTOJAPAN"

when you purchase \$30 worth of our prefecture specialties from Miyagi, Saitama, Okayama, Yamaguchi or Japan Mall!

valid till 31st Mar 2022, 1159pm

MIYAGI PREFECTURE SPECIALTIES

Urakasumi Junmai Ginjo Zen Sake - 720ml
\$62.00
[Buy Now](#)

"CANNED" Minami-Sanriku Silver Salmon in Soy Sauce - 90g
\$6.80
[Buy Now](#)

Salt-Free Purple Potato Somen - 200g
\$5.50
[Buy Now](#)

YAMAGUCHI PREFECTURE SPECIALTIES

Maazel Maazel Setouchi Chowder with Hiroshima Oysters and Awaji Onions - 180g
\$13.90
[Buy Now](#)

Float Lemon Tea Gift Set - 3 Boxes
\$52.00
[Buy Now](#)

Yuzu Tea with Honey - 420ml
\$19.00
[Buy Now](#)

SAITAMA PREFECTURE SPECIALTIES

Matcha Pancake Mix - 200g
\$6.90
[Buy Now](#)

Ginger Bug 'Honey Bee' [Ginger Beer with Honey] (200ml) - 3 Bottles
\$22.80
[Buy Now](#)

Anthony's Popcorn Caramel & Almond - 45g
\$3.60
[Buy Now](#)

OKAYAMA PREFECTURE SPECIALTIES

Hiroshima Hassaku Orange Chu Hi - 350ml
\$7.50
[Buy Now](#)

Okayama White Peach Jellies - 4pcs
\$5.50
[Buy Now](#)

Black Maca & Ginger Capsules - 90 Satchets
\$48.00
[Buy Now](#)

笑い

At the National Museum in Japan, you will get comprehensive lessons on sword fighting.
✕ But if you're in a hurry, they will **Samurais** 🍱

MoguShop連携報告 2. プロモーション詳細 ③ SNS投稿・広告

<概要>

InstagramでJAPAN MALL・特集ページについて投稿。広告も掲載し、15,000件以上にリーチした。



in collaboration with **JETRO** OVER 30 PREFECTURE SPECIALTIES AVAILABLE AT WWW.MOGUSHOP.ASIA

View Insights

Currently Boosted



Liked by ang_wan_loong and 31 others

mogushopsg We're back with a second collaboration with JETRO (Japan External Trade Organisation), this time with 3 new prefectures - Miyagi, Yamaguchi and Okayama & new... more

32

0

0

3

MoguShop
Published by Instagram · March 5 at 9:02 PM · Instagram · ...

We're back with a second collaboration with JETRO (Japan External Trade Organisation), this time with 3 new prefectures - Miyagi, Yamaguchi and Okayama & new products from Saitama as well! 🌸🇯🇵

This year, we have brought in pantry essentials that are more suited for day to day use as compared to our novelty products last year! From specialty sakes to citrus ciders and gummies, we're sure to have something for everyone 🍷🍹🍬

Available now on our website, experience the flavours... [See more](#)

THE FLAVOURS OF MIYAGI, YAMAGUCHI, OKAYAMA & SAITAMA!

MIYAGI
Located in the southern Tohoku region, it is home to lush greenery and is one of Japan's most scenic places!
Situated near the Pacific coast, Miyagi has been a leading food producing region for over 400 years and is best known for its seafood & sake!

in collaboration with **JETRO** OVER 30 PREFECTURE SPECIALTIES AVAILABLE AT WWW.MOGUSHOP.ASIA

YAMAGUCHI
Located in the westernmost part of Japan and along the coastline, it is surrounded by Japan Sea, Seto Inland Sea, Sea of Hibiki.
It has many historically significant sites, especially that of the Samurai. During the summer, they are best known for it's range of citrus fruits!

OKAYAMA
Also known as the "Land of Sunshine", it is located in the heart of Western Japan, offering easy access to many major tourist cities such as Kyoto & Osaka.
Blessed with minimal rain and a mild climate, its local fruits offer unparalleled flavor, fragrance and sweetness!

Latest ad goal
Website taps
19% from latest ad

193

Reach ⓘ

15,857

People Reached
18% from latest ad

Impressions
14% from latest ad

18,790

mogushopsg We're back with a second collaboration with JETRO (Japan External Trade Organisation), this time with 3 new prefectures - Miyagi, Yamaguchi and Okayama & new products from Saitama as well! 🌸🇯🇵

This year, we have brought in pantry essentials that are more suited for day to day use as compared to our novelty products last year! From specialty sakes to citrus ciders and gummies, we're sure to have something for everyone 🍷🍹🍬

Available now on our website, experience the flavours of Miyagi, Yamaguchi, Okayama & Saitama with us!

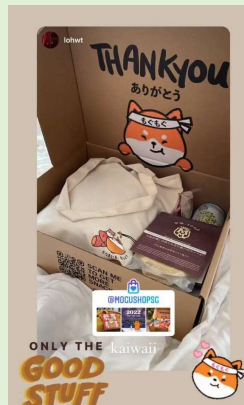
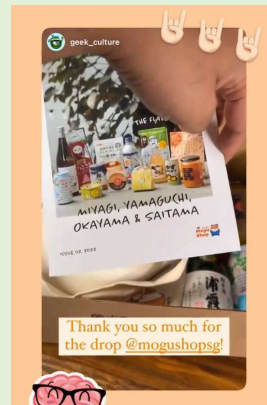
*Due to shipment delays, some items are for pre-order only but we will deliver them separately to you once it arrives! :)

MoguShop連携報告 2. プロモーション詳細

④インフルエンサープロモーション

<概要>

7つのメディア、5人のインフルエンサーに商品を試してもらい、Instagramに投稿してもらった。

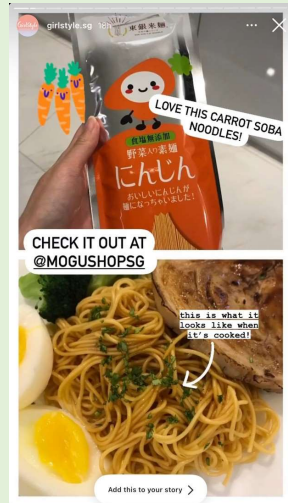


MoguShop連携報告 2. プロモーション詳細

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MoguShop連携報告 2. プロモーション詳細

④インフルエンサープロモーション

<概要>

投稿メディア、インフルエンサー一覧

▼メディア

| S/N | Publication | Name | Personal IG Following |
|-----|---------------|------------------------|-----------------------|
| 1 | 8World | Han Weiding | 80.7k |
| 2 | Lianhe Zaobao | Tang Ai Wei | 7.4k |
| 3 | SuperAdrianMe | Adrian Seet | 17.3k |
| 4 | NYLON | Adele Chan | 64.3k |
| 5 | GirlStyle | Karmen Leong | 43.9k |
| 6 | 8DAYS | Jasmine Teo | 86.2k |
| 7 | Geek Culture | A'bidah Zaid Shirbeeni | 19.5k |

▼インフルエンサー

| S/N | Handle | Name | Following |
|-----|----------------------------------|--------------------|-----------|
| 1 | @celine_tan | Celine Tan | 7.8k |
| 2 | @bellywellyjelly | Christabel Chua | 263k |
| 3 | @ianjeevan | Ian Jeevan | 17k |
| 4 | @anythingjamie | Jamie Tan | 38.2k |
| 5 | @omfgwen | Gwendolyn Ashley T | 44.6k |

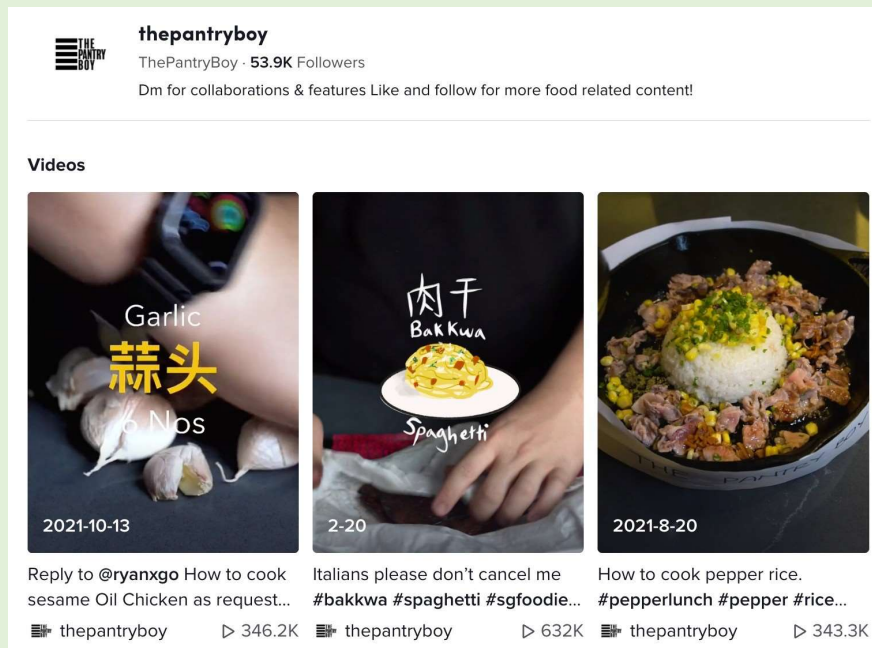
MoguShop連携報告 2. プロモーション詳細 ⑤ TikTok動画作成

<概要>

TikTok上で動画制作者による短いレシピ動画を制作、配信した。
視聴者が再現できるような簡単なレシピを作成し、各製品の最適な使用方法についてのヒントも伝えた。

● The Pantry Boy:

<https://www.tiktok.com/@thepantryboy?lang=en>



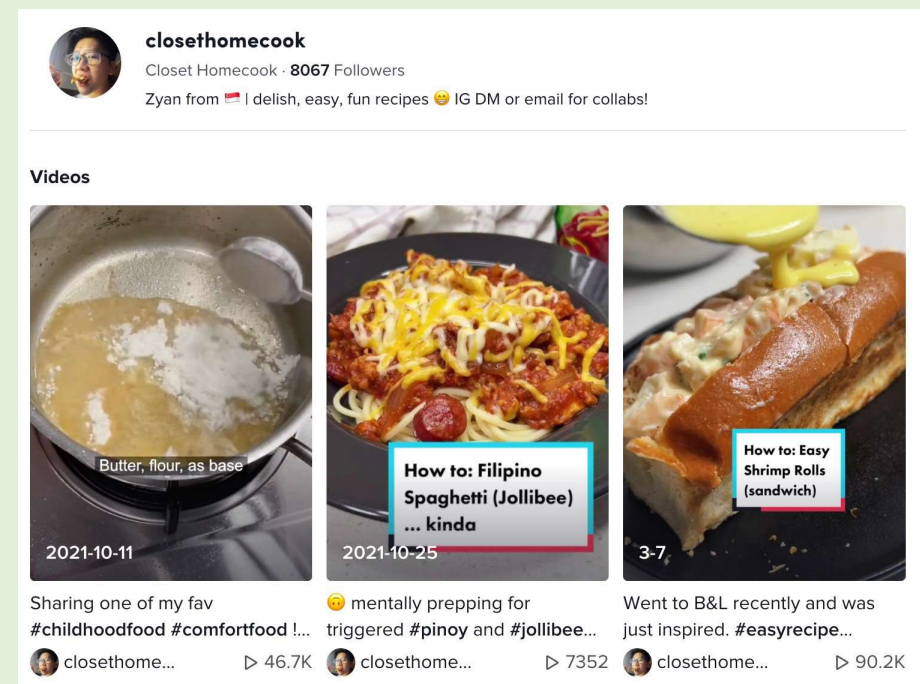
thepantryboy
ThePantryBoy · 53.9K Followers
Dm for collaborations & features Like and follow for more food related content!

Videos

- Garlic 蒜头 6 Nos**
2021-10-13
Reply to @ryanxgo How to cook sesame Oil Chicken as request...
theantryboy 346.2K
- 肉干 Bak Kwa Spaghetti**
2-20
Italians please don't cancel me #bakkwa #spaghetti #sgfoodie...
theantryboy 632K
- How to cook pepper rice.**
2021-8-20
#pepperlunch #pepper #rice...
theantryboy 343.3K

● Closethomecook:

<https://www.tiktok.com/@closethomecook>



closethomecook
Closet Homecook · 8067 Followers
Zyan from 🇲🇵 | delish, easy, fun recipes 🥰 IG DM or email for collabs!

Videos

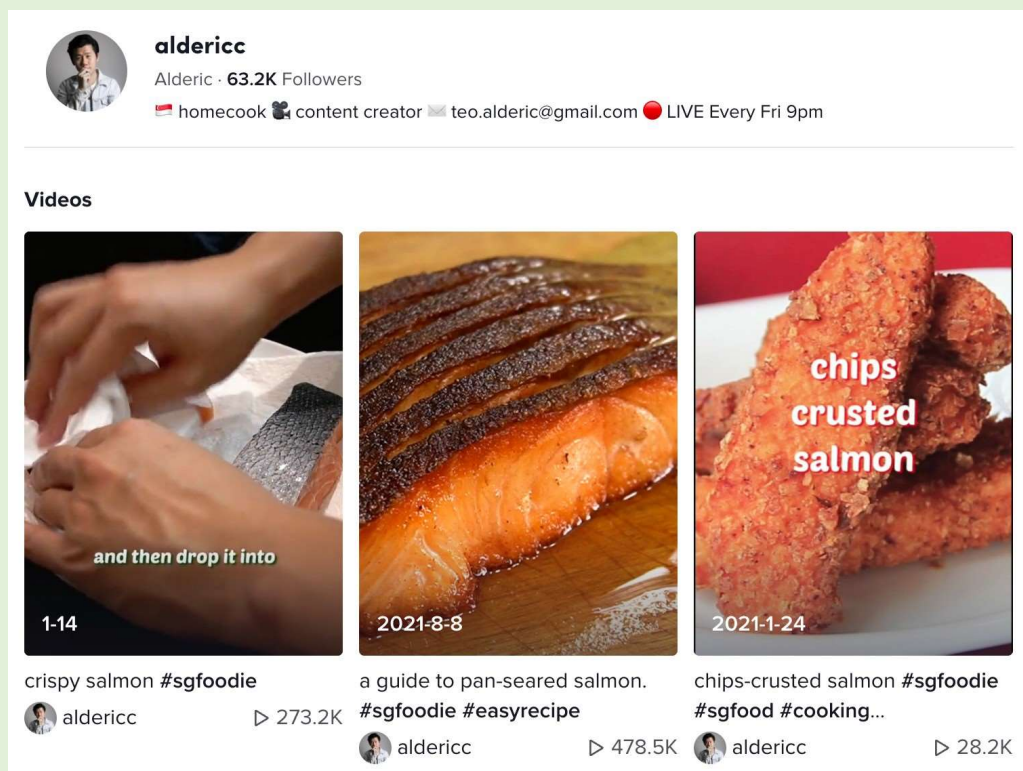
- Butter, flour, as base**
2021-10-11
Sharing one of my fav #childhoodfood #comfortfood !...
closethome... 46.7K
- How to: Filipino Spaghetti (Jollibee) ... kinda**
2021-10-25
mentally prepping for triggered #pinoy and #jollibee...
closethome... 7352
- How to: Easy Shrimp Rolls (sandwich)**
3-7
Went to B&L recently and was just inspired. #easyrecipe...
closethome... 90.2K

MoguShop連携報告 2. プロモーション詳細 ⑤ TikTok動画作成

<概要>

TikTok上で動画制作者による短いレシピ動画を制作、配信した。
視聴者が再現できるような簡単なレシピを作成し、各製品の最適な使用方法についてのヒントも伝えた。

- Alderic: <https://www.tiktok.com/@aldericc>



MoguShop連携報告 2. プロモーション詳細 ⑥メディア掲載

<概要>

複数のメディアへのリリースを行い、記事掲載された。

GirlStyle Singapore (<https://girlstyle.com/sg>)

- シンガポールのNo.1女性ライフスタイル&ビューティーメディア
- 様々な経歴を持つ若者で構成され、主に女性のライフスタイルに関するコンテンツを中心に発行
- ウェブサイトやソーシャルメディアを通じて、数百万人に読まれている



6 New Snack Launches In Singapore: BBQ Seafood Potato Chips, Pink Famous Amos Cookies, Popcorn & More

Food · Lifestyle



By Karmen on 21 Mar 2022
Digital Editor

Feeling a little *meh* about your current snack drawer situation? It might be time to venture out of your all-time favourites and try some new treats!

#3 Age Kiriboshi Daikon Karikari Snack



▲ Age Kiriboshi Daikon Karikari Snack Curry Flavour (Photo from MoguShop)

Another [MoguShop](#) import, this dried snack is made from shredded dried Daikon aka white radish.

Packed with nutrients and dietary fibre and with no chemicals or added preservatives, this gluten-free snack is made entirely using Miyazaki prefecture's dried Daikon, rice flour and oil. They come in three flavours, spicy, curry and seaweed, and can be eaten on its own or as a topping for rice and other dishes.

Article Link: <https://girlstyle.com/sg/article/111155/new-snack-singapore-pink-famous-amos>

MoguShop連携報告 2. プロモーション詳細 ⑥メディア掲載

SingaLife & NANI

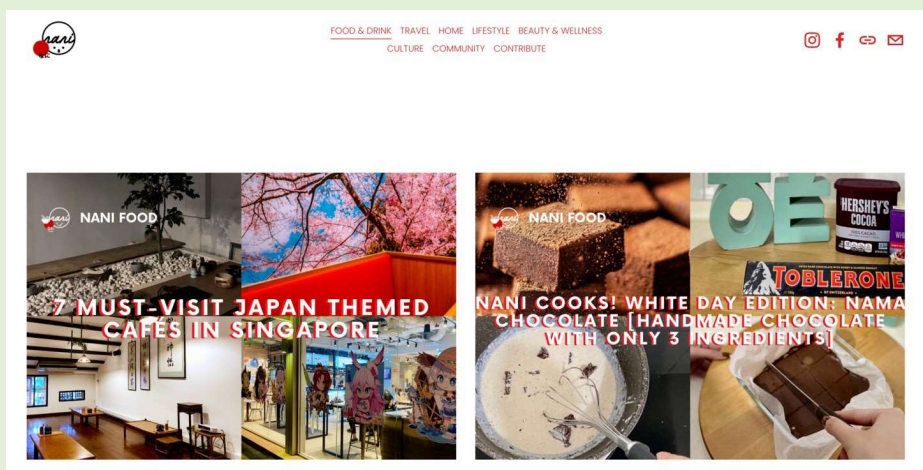
シンガポールの日系メディア企業Fifty One Mediaが発行する2つの記事配信プラットフォーム

SingaLife (<https://singalife.com/>)

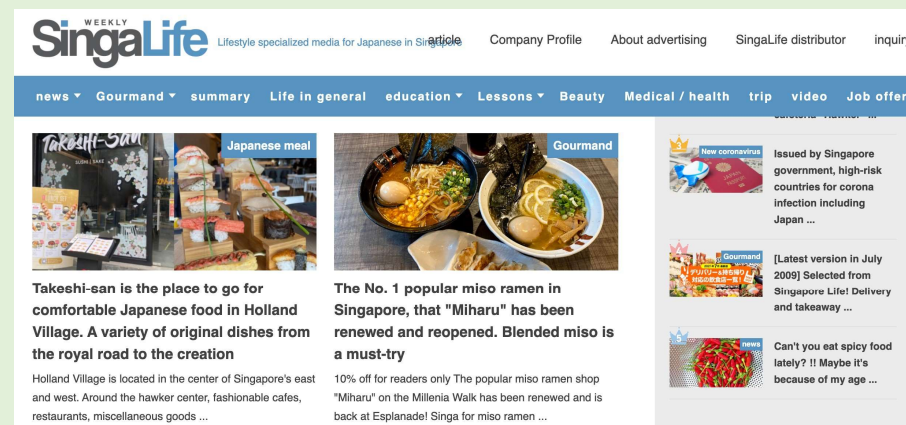
- ・ 日本人駐在員をターゲットにしたプラットフォーム
- ・ 閲覧数は毎週21,000ページビュー、毎月95,000ページビューを記録
- ・ シンガポール在住の日本人コミュニティにとって、信頼性の高さ、ユニークさで最も人気のある媒体のひとつ

NANI (<https://www.nani.sg/>)

- ・ シンガポール人をターゲットにした英語プラットフォーム
- ・ 新しいサイトにも関わらず、2,000ページビューを超え、高いエンゲージメント率を誇っている



NANI
(English Platform)



SingaLife
(Japanese Platform)

SingaLife 掲載記事

[Latest 2022 Edition] If you want to buy Japanese ingredients in Singapore, go to the online shop Mogu Shop!

Gourmand 2022.03.31

シェア Tweet LINEで送る



MoguShop is an online shop where you can buy Japanese ingredients in Singapore . We have newly started selling products from Miyazaki, Okayama, and Yamaguchi prefectures. Introducing recommended products and special deals only here. Don't miss the SingaLife reader-only promotion!

記事リンク: <https://singalife.com/category/26230/>

MoguShop連携報告 2. プロモーション詳細 ⑥メディア掲載

NANI 掲載記事

Mogushop Launches New Prefecture Collection Featuring Specialties From Miyagi, Okayama, Yamaguchi & Saitama Prefecture!

If you haven't heard of Mogushop, there's a local Japanese grocer startup offering rare and unique groceries not commonly found in Japanese Supermarkets in Singapore! This 2-year-old Japanese online grocer offers an amazing collection of Japanese food products, including many that are available only to Mogushop! This time last year, they started their latest collaboration with [Jetro](#) & [Saitama Prefecture](#).

This Spring, they are back with a brand new collaboration with Jetro expanding their prefecture range & introducing more unique products from Miyagi, Okayama, Yamaguchi & Saitama Prefecture!

Read on to find out more about some of the specialties they offer and don't forget to scroll to the end if you'd like some \$5 off your total purchase while shopping!



This dried snack is made from **shredded dried Daitoku** aka **white radish** packed with nutrients and dietary fibre and with no chemicals or added preservatives, this **gluten-free snack** is made entirely using Miyazaki prefecture's dried Daitoku, rice flour and oil. They come in three flavours, spicy, curry and seaweed, and can be eaten on its own or as a topping for rice and other dishes!

Not your usual Popcorn Snack - Anthony's Popcorn



A new addition to Mogushop's current Saitama Prefecture series, Anthony's Popcorn is made using same honey-making technology used for traditional karintō sugar snacks! Using only quality raw ingredients with no chemicals and added preservatives, they use a non-oil "air pop" manufacturing method to pop the kernels and simmer them in a copper pan of stewed honey to make the caramel. The result is crispy popcorn evenly coated in delicious flavours like Caramel & Almond and Chocolate & Almond.

We tried the chocolate & almond popcorn and we absolutely love it! It was **SO addictive** I had to actually stop myself - might be due to the fact that it's *slightly smaller than your usual popcorn size!*

For the Matcha Lovers - DIY your own Matcha Pancake with Matcha Pancake Mix from Saitama Prefecture!



Maeda's Matcha Pancake Mix is made using 100% Japanese wheat-flour and Japanese organic green tea (Matcha) with zero colouring agents! You will be able to taste and smell the natural matcha fragrance! Enjoyed with maple syrup, honey or even red bean paste, these matcha pancakes will be a special addition to any kitchen pantry and can be eaten even as a dessert!

MoguShop連携報告 2. プロモーション詳細 ⑥メディア掲載

NANI 掲載記事

Premium Hearty Soup From Yamaguchi Prefecture

Fun Fact: MM Soup (Maazel Maazel Soup), aka SouperBowl is a well known healthy soup series in Japan, selling widely in Japan's major department stores. All of their soups are made using "Maazel paste", a unique mixture of 34 kinds of purely domestically grown vegetables as well as rice koji.



Setouchi Chowder with Hiroshima Oysters and Awaji Onions & Shirome Soybeans and Black Sesame Soy Milk Soup.

Maazel Setouchi Chowder is slowly infused with rich & plump Hiroshima oysters and sweet Awaji onions. The onions from Awaji Island are juicy with less pungency and smell. Hiroshima oysters are rich in vitamin C, copper, zinc, and manganese and these micronutrients are thought to be key to slowing or even preventing bone loss.
Maazel's Soy Milk Soup is made with the perfect combination of big & sweet black sesame and premium Miyagi Shirome soybeans! Preservative-free and additive-free, you can enjoy the soup with peace of mind!

Okayama White Peach Jellies



Comes in four individual jelly pouches, **Okayama White Peach Jellies** are made using the milky white sweet flesh that has been pureed and topped off with fragrant peach juice. When you put the jellies in your mouth, you'll quickly be able to smell the mellow fragrance and taste the rich sweetness! It is super refreshing and I love the pulpy texture! Leave it in the refrigerator before consumption for a better experience! :)

Refreshing Alcoholic Snack & Beverages From Okayama Prefecture & Yamaguchi Prefecture

Have you been to Okayama Prefecture? Located at the heart of Western Japan and offers smooth access to many major tourist destinations such as **Kyoto, Osaka and Hiroshima**. Due to the fact that it's blessed with minimal rain and a mild climate, it is often called the land of sunshine and the local fruits offer unparalleled flavour, fragrance, and sweetness!

On another hand, Yamaguchi Prefecture is located in the westernmost part of Japan and along the coastline, it is surrounded by the Japan Sea, Seto Inland Sea, and the Sea of Hibiki. It has many historically significant sites, especially that of the Samurai. During the summer, they are **best known** for its range of citrus fruits!



From left to right: Choshu cider, Hiroshima Hassaku Orange Chu Hi, Okayama White Peach Chu Hi, Yuzu Honey Juice.

Perfect for the sweltering weather in Singapore, I highly recommend the Okayama White Peach Chu Hi as it's my personal favourite!

MoguShop連携報告 3.分析（総括）

採択された商品の傾向

- ・新規採択された商品のカテゴリは菓子類、飲料、酒類、缶詰・ジャムなどの保存がきく食品、製菓材料（粉）などに大きく大別できる。

（菓子類）

- ・既に日本の菓子類は取り扱いがある中で、まだシンガポールに入ってきていない新規性のある商材などを中心に採択された。

（飲料）

- ・シンガポールに入ってきていない新規性のある商材、地域を打ち出している商品などを中心に採択された。

（酒類）

- ・既存で取り扱いの多い日本酒をはじめ、缶チューハイなども採択された。

（その他）

- ・新型コロナ感染拡大の影響で料理をする人が増えてきていることから、料理アレンジしやすい食材（缶詰など）や料理に使う製菓材料などが採択された。

購入者層

- ・シンガポールのローカルが中心。
- ・日本に関心のあるユーザーが多い。

プロモーション総括

- ・サイト全体のアクセス数を増やす取り組みを多く試行した。
- ・他の日本食材ショップとの差別化をはかる観点での取り組みを多く実施した。

バイヤーコメント

- ・大手ブランド商品よりも、シンガポールにまだ入ってきていない新しい商品を常に探している。
- ・日本の地域固有の特産品、旬の物などの商品に注目している。
- ・コロナの影響で料理する人が増えてきたことから、料理に使いやすい食材を探している。