

For Immediate Release

## DMM Kariyushi Aquarium Releases First Flight of TV Commercials

Japan (January 14<sup>th</sup>, 2020) - DMM RESORTS Co., Ltd. ("DMM RESORTS") will releases its first flight of TV commercials.



### **First Flight of TV Commercials Depicts the Anticipation of DMM Kariyushi Aquarium's Opening**

The first batch of TV commercials includes 3 different spots, features different Japanese dialects. Through the conversations and dance of animals, the TV commercials deliver an important message that "DMM Kariyushi Aquarium is opening in Okinawa Prefecture in Apr2020".

#### **"Extraordinary Aquarium"**

This TV commercial feature signature illustration of fishes and animals. By using a lively approach, animals dance Kachashi (Okinawa folk dance) accompanied by high tempo traditional Okinawa music, in which the song lyrics highlight that DMM Kariyushi Aquarium is an "extraordinary aquarium".

#### **"Animals Assemble - Penguins", "Animals Assemble - Otters"**

This batch of TV commercials adopts a simple and humorous approach, features penguins and otters discussing the big news - DMM Karisyuhi Aquarium is opening in Okinawa. Besides the original version, a Kansai version and a Fukuoka version with penguins and otters speaking in different Japanese dialects will be aired at the same time. An Okinawa version using Okinawa dialect (Uchinaguchi) will be aired in mid of Feb 2020.



▲[“Extraordinary Aquarium” \(15 sec\)](#)



▲[“Animals Assemble - Penguins & Otters” \(@15 sec\)](#)



▲[“Animals Assemble - Penguins & Otters - Kansai version” \(@15 sec\)](#)



▲ [“Animals Assemble – Penguins & Otters – Fukuoka version” \(@15 sec\)](#)

■Details of the TV Commercials

Titles : DMM Kariyushi Aquarium TV Commercials

“Extraordinary Aquarium” (15 sec)

“Animals Assemble – Penguins” (15 sec)

“Animals Assemble – Otters” (15 sec)

“Animals Assemble – Penguins – Kansai version” (15 sec)

“Animals Assemble – Otters – Kansai version” (15 sec)

“Animals Assemble – Penguins – Fukuoka version” (15 sec)

“Animals Assemble – Otters – Fukuoka version” (15 sec)

“Animals Assemble – Penguins – Okinawa version” (15 sec)\*

“Animals Assemble – Otters – Okinawa version” (15 sec)\*

Release Date : Tuesday, January 14<sup>th</sup>, 2020

Release Area : “Extraordinary Aquarium”

↳Kanto region (metropolitan and 6 prefectures), Chukyo region (Aichi Prefecture, Gifu Prefecture, Mie Prefecture), Kansai region (metropolitan and 5 prefectures), Fukuoka Prefecture

“Animals Assemble – Penguins & Otters”

↳Kanto region (metropolitan and 6 prefectures), Chukyo region (Aichi Prefecture, Gifu Prefecture, Mie Prefecture)

“Animals Assemble – Penguins & Otters – Kansai version”

↳Kansai region (metropolitan and 5 prefectures)

“Animals Assemble – Penguins & Otters – Fukuoka version”

↳Fukuoka Prefecture

“Animals Assemble – Penguins & Otters – Okinawa version”\*

↳Okinawa Prefecture

\*Expected to be aired on Feb 2020.

**For Media Related Inquiry**

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## ▼DMM Kariyushi Aquarium

<https://kariyushi-aquarium.com/en/>

## ▼DMM Kariyushi Aquarium Official SNS

Facebook : <https://www.facebook.com/dmm.kariyushi.aquarium/>  
Twitter : [https://twitter.com/dmm\\_kariyushi](https://twitter.com/dmm_kariyushi)  
Instagram : [https://www.instagram.com/dmm\\_aquarium/](https://www.instagram.com/dmm_aquarium/)

## ▼DMM RESORTS Co., Ltd.

<https://dmm-resorts.co.jp/en/>

**Note to Editors:****About DMM Kariyushi Aquarium**

DMM Kariyushi Aquarium is expected to be located in the shopping mall (iias Okinawa Toyosama) in Toyosaki, Tomigusuku-shi, Okinawa Prefecture. It is approximately a 20 minutes drive\* from Naha Airport.

DMM Kariyushi Aquarium bears the theme of a “new entertainment aquarium”, which combines the latest visual expression and spatial representation. The beauty of nature displayed, including fauna & flora native to the Okinawa region, will allow visitors to forget their physical presence in a commercial facility. The building housing DMM Kariyushi Aquarium is a three-story unit, of which the ground and first level (total floor area: 6,937.9m<sup>2</sup> (2,102 tsubo)) are due to be occupied by the aquarium. The aquarium aims to attract 2,100,000 visitors in the first year.

\*The distance from the airport is approximately 5km, and the commute varies depending on the traffic.