The Impact of Japanese Baseball Players For the Local Economy
Agenda

• Impact beyond the Field

• Focus on Asian Business Development
Impact of Japanese Players’ Presence

• Beyond their On-field Performance

Local Impact

International Impact
Beyond the On-field Performance

Multiple Ripple Effect

Acupuncture
(Health/Medical)

Japanese Fans
(Community)

J-Media
(Information)

Japanese Sponsors
(Revenue)

Japanese Player

Different Perspective
(Culture)

Additional Players
(Talent)
Beyond the On-field Performance

Multiple Ripple Effect

Trainer
Chef
Translator
Ticket Service Associate

Japanese Media Liaison

Japanese Player

Massage Therapist

Scout

Asian Business Development
Agenda

• Impact Beyond the Field
• Focus on Asian Business Development
What is Fenway Sports Group?
Fundamental Commitments of Ownership

At the first press conference after acquiring the Boston Red Sox in December of 2001, Fenway Sports Group’s ownership made five fundamental commitments to its fans.

1. To field a team worthy of the fans’ support.

2. To preserve all that’s good about Fenway Park and to take that experience to a higher level.

3. To market aggressively to a new, broad region.

4. To be active participants in the community.

5. To end the “Curse of the Bambino” and Bring Home World Championships for Boston, New England, and Red Sox Nation.
“To market aggressively to a new, broad region.”

- Created in 2005, the Red Sox Nation citizenship program is the largest fan club in MLB, with members from all 50 states and 48 countries worldwide.

- Started in 2005, Red Sox Kid Nation has nearly 20,000 members and is the largest Kids’ Club in MLB.

- Following the 2004 World Championship, the Red Sox brought the World Series Trophy to each of the 351 cities and towns in Massachusetts.

- The Red Sox conduct winter and summer caravans and a “Red Sox Road Trip” each year throughout New England, and host State Days for each New England state.

- The Red Sox often lead MLB in total merchandise sales and opened the 2008 season in Tokyo, Japan.
Asian Business Development

The Boston Red Sox is/was…

Open for Experiment/Innovation
What does he actually do for the Red Sox?
The Pillars of Success of a Baseball Team

Win Championships

Winning Drives Fan Interest

Value

Ensure Fan Satisfaction

Maximize Revenue

Revenue Drives Payroll Flexibility

Fan Satisfaction Drives Revenue
My Focus is…

Win Championships

Revenue Drives Payroll Flexibility

Winning Drives Fan Interest

Value

Maximize Revenue

Ensure Fan Satisfaction

Fan Satisfaction Drives Revenue
Asian Business Development

Marketing Effort Develops Value

Partnership (Sponsorship)

Value
Generates Revenue thru Partnership

Fenway Park Tour in Japanese

Value is Delivered to Fans via Fenway Park Experience

Value

Marketing Effort

PR Promotes the Value to Public

PR
メジャーリーガーをとりこにした
森永「ハイチュウ」の魅力に迫る

メジャーの試合を見ていると、選手たちがペンチやグラウンドでチューアインガムを置きませず、ひまわりの種を口いっぱいに頬張って戦ってますと吐き出している様子をよく見かける。礼儀や作法を重んじる日本では敬遠されがちな行為だと思う。見慣れてくるとメジャーになくてはならないものに見え、不思議なもの。

そもそもメジャーのペンチにチューアインガムやひまわりの種が持ち込まれたのは、長年選手たちが試合中に口にしていました。かみたばこ発酵への悪影響によるもので、代わりにこれらが持ち込まれることになったのが始まりである。
Asian Business Development

LifeWear

[Images of videos related to Asian Business Development]
Asian Business Development (Partnership)

2015

Japanese Organizations with local expansion plans

Japanese Organizations breaking into the US

Partnerships with the Japanese community

Connecting sports to local and regional industries
The Impact of Japanese Baseball In US-Japan Relations