

March 2, 2015

Tokyo Individualized Educational Institute Announces the Broadcast of a New Television Commercial

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it began broadcasting a television commercial on Sunday, March 1, 2015.

TIEI broadcasts a television commercial each year during its student enrollment period, and this will be the third year. Each commercial has received a positive response and has been effective in increasing the number of students at the beginning of the term by raising TIEI's visibility and attracting numerous inquiries. As a result, TIEI decided to broadcast a television commercial again this year.

This year's television commercial eloquently expresses the catchphrase "Learn with the teacher you choose," as well as the image of the closely-matched teachers who form the basis of TIEI's individualized instruction service and those teachers' ongoing close relationship and growth together with their students.

The director, Kazuhito Nakae, has won an Audience Award at the Pia Film Festival and been selected for New Directions in Japanese Cinema, which is commissioned by the Agency of Cultural Affairs, and continues to produce outstanding work as a director of television commercials. In TIEI's commercial this year, he has fully expressed the strong bonds between teachers and students in a realistic fashion.

Using a specially arranged version of the song "If You're Happy and You Know It" in harmony with the visuals, the content of the commercial precisely embodies TIEI's principles of "The confidence they can achieve their Goals," "The satisfaction of taking on a new Challenge," and "The importance of having a dream."

In addition to television broadcasts, the commercial will be presented on a video billboard and via other media.

Overview of the Television Commercial

◆ Title

- (1) Tokyo Individualized Educational Institute "Pair Portrait 15-second spot"
- (2) Kansai Individualized Educational Institute "Pair Portrait 15-second spot"

◆ Broadcast Period

Sunday, March 1, 2015 to Wednesday, March 25, 2015 (scheduled)

◆ Broadcast Regions

The Kanto area for the Tokyo Individualized Educational Institute version and the Kansai area for the Kansai Individualized Educational Institute version
(No broadcast in the Chukyo or Fukuoka regions)

◆ Other Presentation Methods

- (1) Video billboard: Hankyu Big Man (Hankyu Umeda Station First Floor Central Concourse, Osaka)
Sunday, March 1, 2015 to Saturday, March 14, 2015
- (2) TIEI website: <http://www.kobetsu.co.jp/cm/>
- (3) YouTube, etc.

Images from the Commercial



3年連続 顧客満足度 No.1*

 **東京個別指導学院**

*エード整アワード 2012/2013/2014 大学受験 個別指導塾にて株式会社東京個別指導学院が、最優秀賞を受賞