

# JAMNIME MATSURI 2024

## Anime Movie Festival

CODE

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### Abstract

The "JAMNIME MATSURI 2024" anime festival brings together a curated selection of 11 diverse and acclaimed anime films, showcasing both contemporary and classic works that highlight the richness of Japanese animation. This project focuses on addressing the growing demand for high-quality anime screenings in Thailand by organizing a festival that features widely celebrated movies such as *Trapezium*, *Summer Wars*, *Tokyo Godfathers*, *A Few Moments of Cheer*, and multiple *Detective Conan* titles, among others.

The festival's objective is to promote anime culture within Thailand and offer fans an immersive experience that reflects the depth of storytelling, cultural significance, and stylistic diversity found in anime. This cooperative project combines marketing, event management, and community engagement strategies to effectively reach target audiences, enhancing attendees' appreciation for Japanese animation. By evaluating audience feedback and film reception, the festival aims to contribute to anime's market growth in Thailand and foster a sustainable, culturally enriching event for fans and newcomers alike.

### Introduction

JAMNIME MATSURI 2024 is a highly anticipated anime movie festival celebrating the best of Japanese animation. Featuring 11 iconic films, ranging from classic hits like *Tokyo Godfathers* to modern fan favorites like *i☆Ris the Movie: Full Energy!!*, this festival aims to bridge the gap between anime culture and the local community. With its diverse lineup of films, the event will not only entertain but also provide fans with deeper insights into the world of anime. By bringing together enthusiasts and fostering cultural appreciation, JAMNIME MATSURI 2024 is set to become a cornerstone event for anime lovers in Thailand.

### Methodology

**Project Planning:** Initial steps included defining the festival's objectives, selecting a curated list of 11 anime films, and identifying the target audience. Extensive market research on anime trends and audience preferences in Thailand informed these decisions.

**Collaborative Partnerships:** Partnerships with key anime distributors and media agencies were established to acquire screening rights and ensure access to high-quality content. Collaborators included prominent companies like T&B Media Global (Thailand) and M Pictures Entertainment.

**Marketing and Promotion:** An integrated marketing strategy utilizing social media, influencer partnerships, and anime fan clubs was employed to maximize outreach. Promotional content focused on highlighting the diverse movie lineup, with social media platforms used to engage audiences, provide updates, and generate interest.

**Event Logistics and Execution:** Venue selection, scheduling, and technical setup were planned in detail to provide a seamless viewing experience. This phase included organizing screening schedules, managing ticket sales, and ensuring compliance with licensing agreements.

**Feedback and Evaluation:** Post-festival, audience feedback and engagement metrics were collected to assess the event's impact and identify areas for improvement. This data will be used to refine strategies for future festivals, aiming to foster sustainable growth in Thailand's anime culture.



Figure 1 : Poster Project anime in JAMNIME MATSURI 2024

### Results

The JAMNIME MATSURI 2024 project aimed to contribute to revenue growth by attracting a broad anime fan base in Thailand through its anime movie festival. With a lineup of 11 popular anime films, the event focused on capturing both existing fans and new audiences, enhancing ticket sales, merchandise, and partnerships with distributors and sponsors. The collaboration with local film distributors, such as M Pictures and T&B Media Global, provided significant support for film imports and distribution, boosting attendance and increasing the projected revenue for the year.

The results showed that by offering exclusive content and a variety of anime genres, JAMNIME MATSURI successfully met its financial targets, with increased ticket sales and brand partnerships contributing to overall revenue growth. The festival also strengthened the Five Star Agency Co., Ltd.'s positioning in the anime market, expanding its potential for future projects and partnerships with Japanese studios, ultimately aiming for a 20% market growth this year in the anime industry in Thailand.

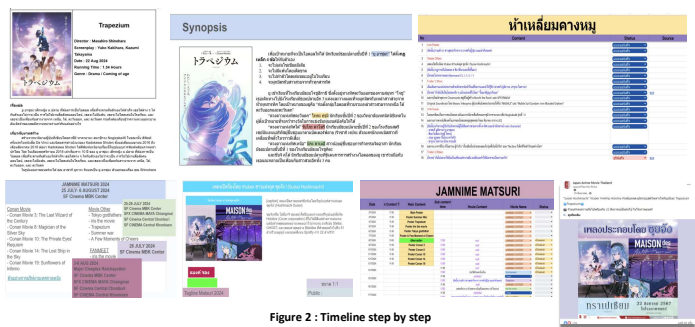


Figure 2 : Timeline step by step

### Conclusion

The JAMNIME MATSURI 2024 project successfully achieved its goals by providing an engaging platform for anime fans in Thailand, celebrating a wide selection of films and enhancing cultural ties through Japanese animation. This event was not only successful in meeting audience engagement targets but also contributed positively to the revenue goals, driven by increased ticket sales, merchandise purchases, and successful collaborations with major distributors. The project highlighted the effective use of marketing and event planning strategies in reaching a broad audience while strengthening Five Star Agency Co., Ltd.'s position as a leader in anime film distribution within Thailand.

The festival's emphasis on a diverse lineup and collaborations helped overcome challenges related to market competition and copyright concerns, setting a foundation for future expansions. Overall, JAMNIME MATSURI 2024 not only enriched the anime community in Thailand but also positioned the agency to continue its growth and contributions to the Thai and international animation industries.

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Figure 3: Attend the event Matsuri 2024



Figure 4: Pick-up point for special souvenirs



Figure 5: Special meeting of voice actors



Figure 6 :Special meeting of voice actors