

Information dissemination - our WEB marketing gathers momentum

~The new UNIQLO site goes online~

Minao Kobayashi

UNIQLO CO., LTD.

General Manager, Marketing Section 2

1

The former UNIQLO promotion site



- The online site is an extension of a paper catalogue
- Single garment appeal and retail
- Concentrates on information about price, bargain sales

Still a long way from true WEB marketing

2

Fall 2006

The UNIQLO promotion site transformed

The new “Campaign Site” launched this Fall



UNIQLO Campaign Site

Advertises domestic campaigns

www.uniqlo.jp
(Japanese site only)



UNIQLO Online Store

Online sales site

www.store.uniqlo.com
(Japanese site only)

Our WEB marketing gets firmly underway

3

Features of the Campaign Site (uniqlo.jp)



- UNIQLO's first information disseminating site
- Proposes many different coordinates
- Realizes a complete electronic commerce link
- Constantly promotes new activities, information

A new type of marketing information site

4





Information dissemination – our WEB marketing gathers momentum



Campaign Site
www.uniqlo.jp
(Japanese site only)



UNIQLO Online Store
www.store.uniqlo.com
(Japanese site only)

A variety of tools
providing the latest
UNIQLO information at all
times, and guiding viewers
to our stores and
electronic commerce sites.



UNIQLO Express
(leaflet)



Mobile Site
www.store.uniqlo.com/i/
(Japanese site only)