

# The “FamilyMart Feel” Campaign

## Building up our brand on the basis of consistency and continuity in our business activities, to ensure we remain the convenience store of natural choice

Change in the business environment in which we operate — intensified competition with other chains, a falling birthrate and increased aging of the population — mean that convenience stores today need to offer more than mere convenience, their trump card, to ensure customer loyalty. In these difficult times for our business, convenience stores are increasingly expected to focus not only on meeting people’s material needs, through ample ranges of merchandise, but also on providing “emotional value” such as mental comfort at a time when economic and social security expectations are no longer as sure as they once were. As a company which knowingly includes the word “family” in its name, we at FamilyMart are committed to offering “convenience, friendliness and fun” in our stores by treating customers as members of the family. This is our core belief.

In addition to providing the functional value our retail format is named for, we aim to establish the “FamilyMart Feel” as a brand in itself, by consistently offering “convenience, friendliness and fun” in all of our businesses, and so

continue to be the convenience store of natural choice. In the “FamilyMart Feel” campaign, which we launched in fiscal 2005, we have continued to develop both internal branding (revitalizing the organization by internally instilling and realizing the Company philosophy) and external branding (putting flesh on the “FamilyMart Feel” campaign). As well as extending these activities to cover approximately 150,000 staff at our franchise stores all over Japan, we have arranged global workshops, where we bring together staff responsible for branding from all over the world to develop the “FamilyMart Feel” campaign. Based on our concept of “Close Ties,” developed to mark our 30th anniversary in 2011, we also plan to create opportunities for discussion and consideration of our operations, to raise our profile as part of the local community. In this way, the “FamilyMart Feel” campaign is the strategic basis of all that FamilyMart stands for. It has steadily produced tangible and intangible results, including four consecutive years of growth in customer numbers, and a greater responsiveness to customer needs.

Initiatives	
Fiscal 2005	Creation of project team, setting of policy blueprint
Fiscal 2006	Revision of FamilyMart Basic Principles, and creation of “Famimaship,” FamilyMart’s Action Guidelines, by Company employees >>>Please see inside of front cover
Fiscal 2007	Issue of “FamilyMart no Kokoro” brand book, ensuring shared objectives
Fiscal 2008	“FamilyMart Feel” Day, with workshops organized by Head Office employees
Fiscal 2009~	“FamilyMart Feel” workshops for franchisees >>>Please see P.27
Fiscal 2010~	Global “FamilyMart Feel” workshops



We will continue to arrange workshops at all our departments and franchisees, all over the world, to realize the goals of the “FamilyMart Feel” campaign and ensure our objectives are shared.



A lot of hit items were created on the basis of our lineups of pasta, fast food, desserts and chilled-cup drinks, which embody the “FamilyMart Feel” campaign.