

青森テレビ：じん子ちゃんサイダー 「CHANGE FOR THE BLUE」



An advertisement for Jinako-chan Sider. At the top, a blue arch contains the text '未来の海のために、今できることを。' (For the future of the sea, what we can do now). Below this is the character Jinako-chan with the name 'じん子ちゃん' in pink. A dark blue banner with white text says 'サイダー' (Sider). The central logo features a blue hand holding a globe, with '日本 海と日本 PROJECT' and 'CHANGE FOR THE BLUE' text. Below the logo, it says 'ふどう果汁1%' (1% grape juice). A large pink exclamation mark says '発売中!' (On sale!). To the right, a smaller bottle of the drink is shown with the text 'スッキリ爽やか強炭酸!!' (Succinctly refreshing and strong carbonation!!). At the bottom right, the price '250円(税込)' (250 yen including tax) is listed. On the left side, vertical text reads '未来の海のためにポイ捨ては絶対にやめましょう。' (Please do not litter for the future of the sea). At the bottom, small text explains the 'CHANGE FOR THE BLUE' project: 'CHANGE FOR THE BLUE とは“これ以上海にゴミを出さない”という社会全体の意識を高めるムーブメントを起こすため、慶応義塾が連携し海洋ごみの削減モデルを作り国内外に発信するプロジェクトです。' (CHANGE FOR THE BLUE is a project to create and disseminate a model for reducing marine litter, initiated by Keio University in collaboration with the project to raise awareness of reducing marine litter across the whole of society.)