

Young Lotus Competition 2018
Japan Preliminary FINAL Brief

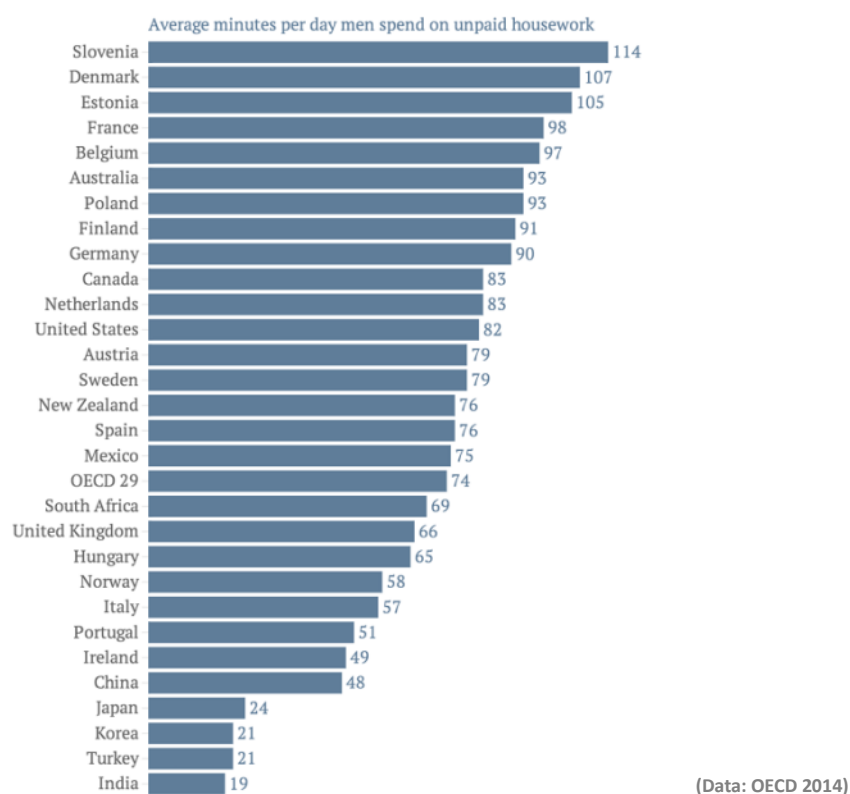
Briefing Theme: “Encouraging Japanese Men to Take on Higher Share of Household Work”

Client: Gender Equality Association (Fictitious organization)

Background:

It is often claimed that as more and more women enter into Japan’s workforce, Japanese men are more enthusiastically engaging in child rearing activities and domestic chores than in the past. However, in reality, most of the housework is still done by women.

The Organization for Economic Cooperation and Development (OECD) conducted a survey on “gender disparities in various nations” across 30 countries in 2014. It revealed that Japan has one of the worst rankings for sharing housework equally between men and women.



The Internal Affairs Ministry Basic Survey on Social Life found that in 2016, women in Japan spent 3 hours and 28 minutes a day on housework including child care, whereas men spent only 44 minutes. Even among two-paycheck families, wives shoulder much more domestic duties than

husbands. The average time used on housework is 4 hours 54 minutes for women and 46 minutes for men. That's the reality.

Because encouraging more active female participation in the workforce is essential in fixing Japan's gender gap and for the growth of Japan's economy, it is crucial to create an environment where husbands and wives share housework and child care equally by reducing disproportionate burden on the female side.

Challenge:

To create a social mood or movement to encourage Japanese husbands to take on more housework

Market: Japan

Target Audience: All Adults
Primary: Men and Women in their 20s, 30s and 40s

Budget, media and period are idea dependent.