

Public Relations for Young Generations

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JAPAN CO-OP INSURANCE CONSUMERS' CO-OPERATIVE FEDERATION (JCIF)

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1. About CO-OP

Cooperative union
for the betterment of people



◆ Retail business : about 3 trillion yen
(≒ US \$ 30 billion)

◆ Japan's biggest consumer union. The number of Co-op member is about 28million people in the nation.

◆ activity of rooted in the community



1. About CO-OP

Primary business of CO-OP

Retail



Insurance

CO-OP 共済

Medical Insurance
Life Insurance
(Term ▪ Whole life)

Welfare

In-home care support
Attendant service
etc.



Medical

Medical facilities
Home medical services
Home care services



1. About CO-OP



CO-OP Products



CO-OP 共済



【In CO-OP Stores】



【At the Delivery Service】



2. About JCIF

- Official name : Japan CO-OP Insurance Consumers' Co-operative Federation
- Business area : Japan only
- Established Year : 2008
(We started the insurance business in 1984 at JCCU)
- Number of members : 146 Co-ops and Zenrosai and JCCU
- Competent authority : Ministry of Health, Labour and Welfare
Basis law : CO-OP Law



3. About CO-OP Insurance

【Direct Products】



- The cordial hospitalization security
- Comparative small sum of death security



- The cordial life security
- The large sum
- 10 years' contract term



- 2types (Life and Medical)
- Whole life insurance

【Indirect products】



Life insurance with mature money



Fire insurance





Mascot character of
CO-OP Insurance

【Name】

Kōsuke

- Bear CO-OP Staff
- First place at the loose character contest of corporation



4. To the young generations

- SNS (LINE)
- Donation the cover of school bag
- Congratulate on your admittance to elementary school
- PR at the Department of Obstetrics and Gynecology



4-1. SNS (LINE)



Twenties and Thirties
→ More than 80%

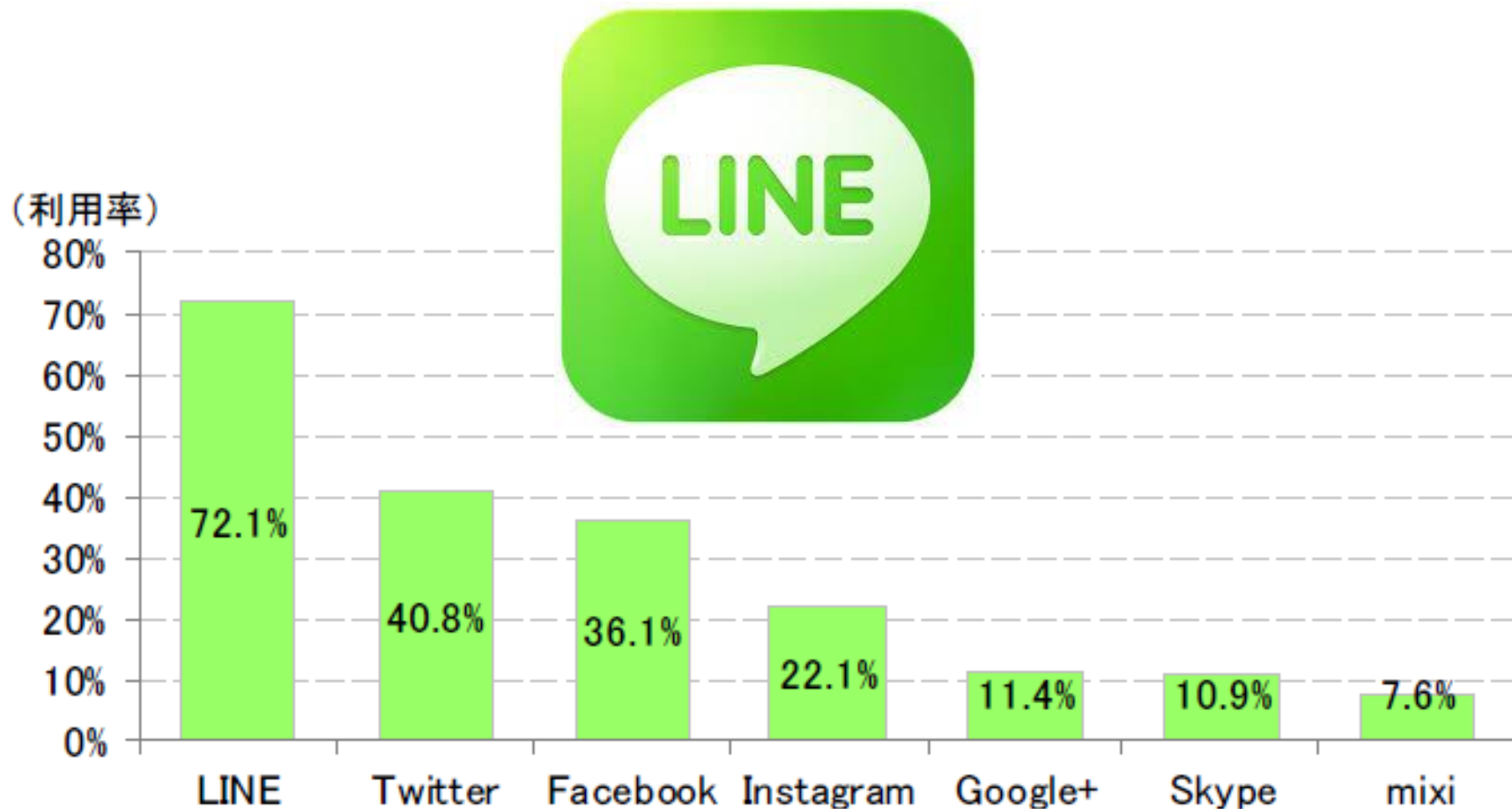
Utilization ratio of
smartphone

→ More than 70%

➔ More than 60% of people use SNS



4-1. SNS (LINE)



主要SNSおよび通話・メールアプリ (ゲーム系SNSは含まず) の利用率 (ICT総研調べ)



4-1. SNS (LINE)

【Account name : CO・OP】

- Notice about LINE stamp
- Present plan
- PR of CO・OP Insurance

The number of enrollment:
6.8million people



LINE@
はじめたのだ!

LINEの友だち限定で、
CO・OP共済のキャラクター
「コーすけ」のスタンプを配布します!

スタンプ配信期間：3月12日から4月7日まで

公式アカウントは、3月4日から開設します。
友だち限定でのプレゼントキャンペーンも実施予定です。

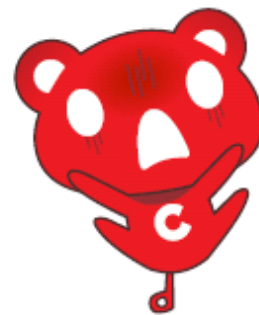
友だち
大募集なのだ!

友だち追加方法などは
ホームページをご覧ください。
<http://coopkyosai.coop>

コープ共済 検索



4-1. SNS (LINE)



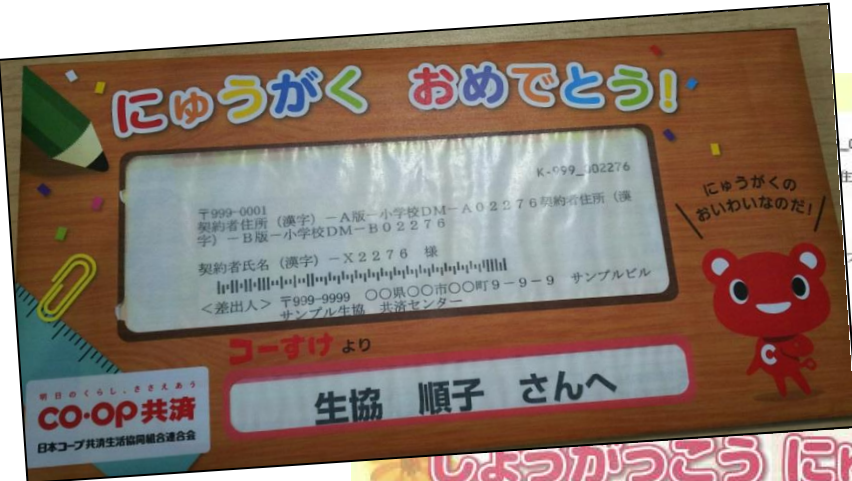
4-2. Donation the cover of school bag to the elementary students



4-2. Donation the cover of school bag to the elementary students



4-3. Congratulate on your admittance to elementary school



4-4. PR at the Department of Obstetrics and Gynecology

子どもの保障 No.1を目指して!

子どもにふんしんの安心を!

J1000円コース

- 入院1日目から日額6,000円の保障!
- ケガ通院は1日目から日額2,000円の保障!
- 入院をともなわない「日帰り手術」からSOKでお帰りの手術も安心です。

「保障」について詳しくはコープ共済のホームページへ
<http://coopkyosai.coop>

食事の心配は コープで解決!

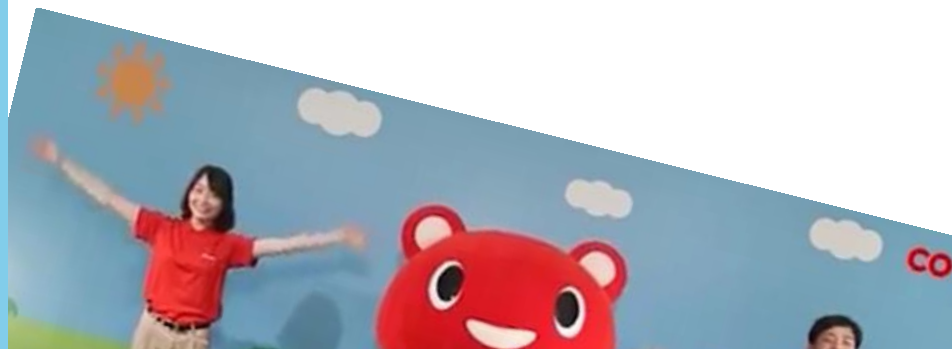
もうすぐママになるあなたへ

妊娠中も入る保障があるって本当?

家族が増えると、お金のことも心配—!



4-5. Others



Thank you

