

Yakult Releases “The Rhythm in All of Us” A global campaign video aimed at raising the value of the Yakult Brand

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that the company would release “The Rhythm in All of Us” (a 30 second version and a 60 second version), a global campaign video conveying the passion of Yakult, on February 4, 2022.

The video illustrates the Yakult Group’s aspiration to, as stated in its long-term vision Yakult Group Global Vision 2030, “evolve into a healthcare company that continues contributing to people’s health around the world.” The video, which also conveys the passion of Yakult to people around the world, can be viewed on a dedicated page on Yakult Honsha’s website and will also be aired as a TV commercial in the countries and regions where Yakult is sold.



Objective of the video

In recent times the world has seen substantial changes to the natural rhythms of health, culture, economy, lifestyle, and everything in between. Yakult aims to “evolve into a healthcare company that continues contributing to people’s health around the world,” and we would like to support these rhythms with our strength in microorganism research, which we have continued since our founding in 1935.

By conveying this passion to people around the world through the video, the Yakult Group aims to raise the value of the Yakult brand globally.

Overview of the video

Based on the concept “Life has rhythm,” the video dynamically combines images and music to express the passion of Yakult in a way which transcends language and culture.

In the video, a Yakult researcher peers at lactic acid bacteria through a microscope, and looking closer she sees the scenes of bountiful nature, the hustle and bustle of people going

about their daily lives, and the continuation of life represented by a mother and her baby. The video takes these everyday wonders and synchronizes their rhythms, expressing what Yakult aspires to through its research in microorganisms.

Languages in which the video is available

Japanese, English, Mandarin, Cantonese, Thai, Indonesian, Vietnamese, Hindi, Arabic, Burmese, Portuguese, and Spanish

Video release**■Dedicated webpage**

The video will be released along with a making of video on a dedicated webpage.

Release date: February 4

Link: <https://www.yakult.co.jp/globalmovie/>

■TV commercial broadcast

Broadcast as a TV commercial is scheduled to begin as follows.

Japan: February 5

Outside Japan: It is scheduled to roll out from February 5 onwards. (The schedule will differ depending on the country and region.)