

July 2015

Yakult Product Placement in Marvel's Ant-Man

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that the company would carry out product placement of the Yakult fermented milk drink in the movie Marvel's Ant-Man, produced by Marvel Studios under the Walt Disney Company, to be released in Japan on Saturday, September 19.

By introducing Yakult in Marvel's Ant-Man, which is to be released worldwide, the company aims to convey the product's presence as a global brand to customers around the world.

Together with product placement, the company will air TV commercials in a tie-up with Marvel's Ant-Man in the U.S., Hong Kong and Australia.

The details of the product placement and tie-up TV commercial are as follows:

1. Scenes in which Yakult appears in the movie *About 35 minutes from the beginning.
 - (1) Ants carry the Ant-Man super-suit to the hero, Scott Lang (Paul Rudd), who is held in a jail. Scott is mulling over whether or not to wear the suit. At that moment, police officer Gale, who is drinking Yakult, passes by Scott's cell.
 - (2) When checking the cell, in which Scott is supposed to be held, Gale stops in his tracks upon realizing that Scott is nowhere in the cell. Shocked, Gale drops the bottle of Yakult he was drinking. Scott, who shrank into the 1.5 cm tall Ant-Man, passes by the bottle.



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2. Tie-up TV commercial

The concept of the commercial is small hero. Just like the smallest hero, who fights though only 1.5 cm tall, the ad conveys how small-sized Yakult is protecting the health of a large number of people despite its size.

In a scene reminiscent of a lab of an enemy organization and with the music from the movie playing in the background, Yakult slowly appears in the mysterious atmosphere. The silhouette of the uniquely shaped Yakult is impressively shown and the viewer, at the end of the commercial, finally realizes that it is the inside of a refrigerator.

In the U.S., Hong Kong and Australia, the TV commercial has been airing since July.

Marvel's Ant-Man

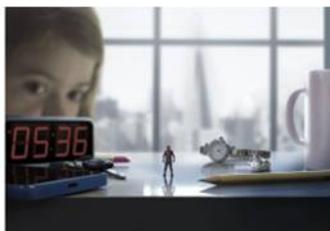
<Overview>

From Marvel Studios, which has given us numerous appealing characters such as Spider-Man and Iron Man, comes a totally new and unique hero. Meet the smallest of heroes, Ant-Man, who can shrink to a height of 1.5 cm.

By becoming small, toys, vacuum cleaners and other appliances appear surprisingly menacing, leading to action sequences that are humorous and offer a sense of scale. The story of the hero who is trying to rebuild his life for the sake of his daughter superbly fuses with this battle that no one has seen before, turning the notion of a hero on its head, making it a totally new piece of entertainment that will charm the world.

<Story>

Scott, who has the drive and the skills but can't seem to catch a break for some reason, is driven into a corner after losing his job as well as his family. The last and only job offered to him was to wear a miracle suit that shrinks you to just 1.5 cm tall and become the Ant-Man, who possesses unimaginable special powers. He dons the suit and starts training hard for his beloved daughter. Can he grab that second chance life has given him and become a real hero? And, the desperate mission that was entrusted to him was



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