

**UNI
QLO**

HEATTECH

JAPAN TECHNOLOGY

HEATTECH is the smart way to stay warm and comfortable in cold weather. Developed by UNIQLO and their researchers, the world's leading fabric maker, this revolutionary material keeps you warm by retaining body heat. Now you can dress more fearlessly in cold weather by taking advantage of the latest Japanese fabric technology from Japan. Open up exciting possibilities. Give yourself a fashion edge with HEATTECH.

HEATTECH HEATS UP TIMES SQUARE






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The Assignment

- Excite New York City about Uniqlo HeatTech line with massive giveaway
 - Put a giant human vending machine in Times Square
 - Give away 4,000 pieces of HeatTech
 - Set precedent in NYC for rest of the global tour
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Teaser Campaign: Beating the Drum

- Break story on NYMag.com
 - “Greatest Promotion Ever in Times Square”
 - **52** stories on sites and blogs follow
 - Send guerilla teams to key locations giving away HeatTech tissues
 - Times Square, Union Square Park, Washington Square Park, Bryant Park
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The Event

1 location (Military Island, Times Square)

1 emcee

2 thermal scanners

4 dancers

5 HeatTechies

6 greeters

6 security staff

7 city departments

15 DCI staff

21 pink fleece zipups

25 police barricades

= 3,800 HeatTech pieces given out

= 70+ media attendees



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Coverage Highlights

About.com

Warm Up with Uniqlo -- Get Your Freebies in Times Square



It's cold out there. Are you ready to sacrifice fashion to keep warm during the long, cold New York winter? Japanese retailer Uniqlo wants to make your winter more attractive this year with

Stop by Military Island in Times Square on Wednesday, November 18th between 11am and 5pm to receive a free sample of Heat-Tech underwear. (See the photo at left). We'll always regift it for the holidays.

Made from specially-designed fabric that converts body moisture into heat, warm underwear is a wardrobe essential in Japan. It's worn by every three Japanese. This technology is spreading worldwide, with similar gifts being given away in addition to New York.

Meanwhile, in the days leading up to the event, we'll identify the coldest New Yorkers. The winner's personal dog walker, hotel room service, and vote would be for Double Dog. After the afternoon freezing my face, I feel like I know their pain.

AdAge.com

Public Body Scanning Stunt Promotes Thermal Underwear



NEW YORK (AdAge.com) – Who were those hotties dressed in silver lame jumpsuits and wielding handheld body scanners in Times Square yesterday? They were part of a PR stunt that was as hopelessly tacky as it was successful. Crowds of people streamed in throughout day to watch each other have their bodies scanned and to get free thermal underwear. It was all part of a promotion for the Uniqlo clothing chain.

msnbc.com

Human Vending Machine Dispenses Fashion in Times Square

A giant human vending machine doled out free Heat-Tech underwear on Wednesday. The massive giveaway at the crossroads of Times Square was a promotion for Uniqlo's HEATTECH fabric from UNIQLO, the Japanese retailer. The "Heat-Techies" in silver body suits were given away to test New Yorkers with thermometers. Once scanned, people approached the machine for men or women. Robotic dancers in silver suits dispensed free HEATTECH were dispensing the underwear. The retailer's flagship New York store is located at 1775 Broadway.



NEW YORK

Uniqlo to Stage Best Promotion Ever in Times Square

Photo: Courtesy of Uniqlo



Uniqlo is promoting its new Heat Tech innerwear by giving it away for free in Times Square next month. Three cheers! Free clothes! But the best part is how they plan to distribute the clothes: with a "giant human vending machine." Above you see a rendering of said giant human vending machine. We didn't understand what a giant human vending machine was, so we called up a Uniqlo rep to find out. This is how she described it:

"Basically we're going to have two mimes. A male and a female mime inside the machine. And the public can see them through glass. When you get there, we're going to have Uniqlo reps dressed in the silver bodysuits. And they're going to hold a thermograph scanner — think of an airport security machine. The thermographer identifies cold spots in your body. After you go through that, you go to the vending machine and push a button and the mimes are going to do a synchronized choreographed routine and then your outfit comes out."

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Coverage Highlights



At first glance, it looked like a Smack in the middle of Military York's Times Square, men in welded cameras that looked like hair dryer and a cop's "radar g

One by one, New Yorkers in stepped out of a long line to le happy silver-clad guys — know Techies — scan their bodies f



UNIQLO's Heat Tech Clothes Keeps You Warm



body heat,

Yes, step r booth with "women." E moves and through the

Members of the event at the free clothing marketing and colorful camisoles in New York

Staten Island Advance

STYLE

Human vending machines in Times Square dispense the Uniqlo HeatTech line.

Cold warrior debuts in Times Square

Uniqlo launches HeatTech line, which promises ultra warmth without bulk, and softer skin

by LIZZY REAGAN-CORRECK
STAFF WRITER

Offer people free clothes from a giant human vending machine in Times Square, and they will come. On Tuesday, thousands of people took up the offer early that Military Island in Midtown to receive free HeatTech gear from the Japanese retailer Uniqlo, which opened a store in SoHo two years ago.

The event — which will be repeated in London, Beijing, Paris and Seoul — served as the global launch of HeatTech, a clothing line that was conceived by a brother in Japan, where the coldest recorded temperature was negative 42 degrees on Hokkaido. More than 20 million pieces have been sold in Japan since HeatTech's debut last two years ago.

The ultra-thin clothing — developed in partnership with the Japanese space manufacturer Ispace — was engineered to collect water vapor from the body and store it in a heat, which is then stored by specially designed insulator fibers.

The fabric, a rayon blend, also contains methyl propylene with saturated amino acids that work to balance moisture levels in the skin.

And, obviously, the need goes. The clothes are inexpensive, with prices ranging from \$10 to \$20.

"Uniqlo always looks to be innovative," Linda Pacific, public relations manager for Uniqlo USA, said of the retailer's entire line of thermal-wear. "We're always looking for the next way to bring value to the consumer."

During Tuesday's launch, open to all, people were lined up to receive items when they were being their body heat. Heat and Uniqlo use a HeatTech item for every part.

The women's line comes in 16 colors and five styles including cardigans, long and short-sleeved shirts, turtlenecks and socks. For men there are long sleeve and short-sleeved crew-necks, v-neck shirts, socks and long Johns, available in 10 colors.

"Since it's thin, it's a nice alternative piece," Ms. Pacific said. "But the ultra-soft fabric without sacrificing warmth. It really does keep its promise."

Just under 4,000 clothing items were given away Tuesday, Ms. Pacific said. "It was a really good response."

HeatTech is available exclusively at Uniqlo, located at 460 Prince Street. It cannot be purchased online but may be ordered by phone by calling the store at 877-811-0111.

Linda Pacific-Strauss is the style writer for the Advance. She may be reached at lps@statenadvance.com.

Come to Times Square to test COOL factor & GET FREE FASHION*

Tuesday, November 18, 10AM - 1PM
Times Square, on Military Island - 44th & B'way

en visited their sales robot wakamuru, now Larry's heating things up with

top Japanese designer of casual wear, launches its innovative line of Heat wear this month. The public will be able to test their 'cool factor' and get free clothing from a giant human vending machine from 10am to 1pm on Times Military Island (44th Street and Broadway).

information, visit www.voteheattech.com or www.uniqlo.com/us/stores/my_soho_store.html.

THE VIDEO AFTER THE JUMP...

in Vending Machine: UNIQLO's HEATTECH Fashion

ON WEDDING GRAND CENTRAL STATION

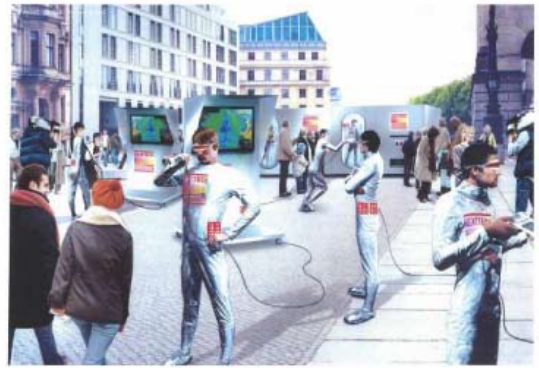
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Uniqlo heats up Times Square

Posted in **Shopping** by Rachel LeWinter on November 17th, 2008

If you avoid Times Square at all costs (we don't blame you), you might want to make an exception tomorrow. **Uniqlo** is taking over the tourist trap to introduce HeatTech, its newest innerwear line. HeatTech clothing looks like the brand's normal garb, soft fabrics in bright colors, and comes in a variety of styles that "convert body moisture to heat," which should help keep you warm without extra bulk. In a stunt that will definitely catch people's attention, Uniqlo "heat-techies" in silver bodysuits will be on hand to test New Yorkers with a thermograph scanner that reveals the coldest part of their body. Once scanned, people will be sent to a human vending machine. Inside the crazy contraption, models will execute a choreographed routine and dispense a free a sample of the HeatTech innerwear. About a thousand samples will be given out, so get there early to witness the scene or to snag some free clothes!



Tue 18 10am-1pm
Military Island at Times Square, Broadway and Seventh Ave between 43rd and 44th St.

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Results by the Numbers

109 unique stories in total

70+ media attendees onsite

About.com, Advertising Age,
BizBash, BlackBookMag,
Gizmodo, MTV, New York
Times, New York Daily News,
Reuters, Village Voice

6 Live TV segments on CW11

66% of headlines mention **UNIQLO**

71% of articles feature
Uniqlo/HeatTech logo

12% of articles direct the public to
UNIQLO's **SoHo store**



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New York's Abuzz About HeatTech



Uniqlo is promoting its new HeatTech innerwear by giving it away for free in Times Square next month. Three cheers! Free clothes! But the best part is how they plan to distribute the clothes: with “a giant human vending machine.”

– NYMag.com

What on earth would be worth a long wait in the cold? Free high-tech clothes that lock in your body heat, that's what! Yes, step right up, folks, in front of the Human Vending Machine...

– Reuters.com