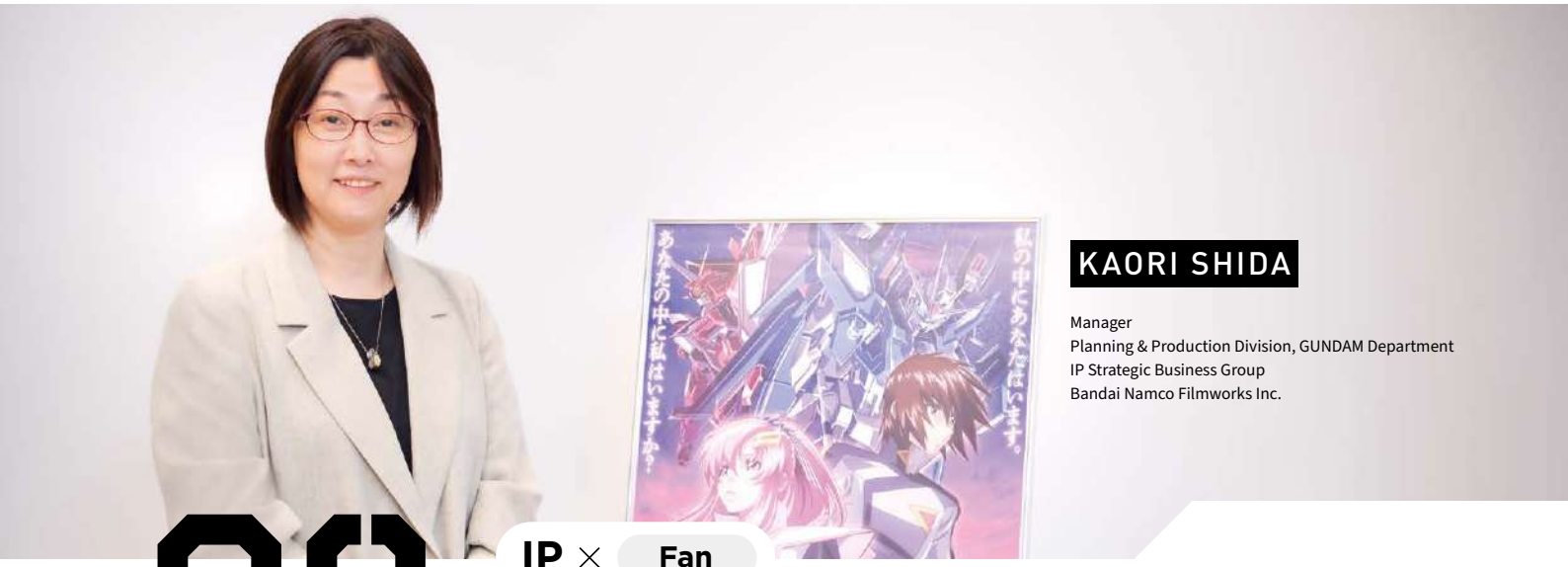
Connect with Fans

—Forging Connections with Fans Worldwide through Our Diverse Range of Businesses



KAORI SHIDA

Manager
Planning & Production Division, GUNDAM Department
IP Strategic Business Group
Bandai Namco Filmworks Inc.

INTERVIEW 02

IP × Fan

Mobile Suit Gundam SEED FREEDOM Contributing to IP Value Expansion

Expanding new fan base and achieving record box office revenue

I was involved as a planning producer in helping create the main video content for *Mobile Suit Gundam SEED FREEDOM* (hereinafter, *SEED FREEDOM*)—a theatrical film—alongside the film's producers, working together toward the film's completion. After completion, I was in charge of rolling out Groupwide products and services and implementing promotional activities.

SEED FREEDOM is the first new work in the *Gundam SEED* universe since the animated TV series *Mobile Suit Gundam SEED DESTINY*. Despite taking a considerable amount of time reaching theaters due to various difficulties, fans in droves went to see the film, setting a record in Japan for box office revenue among theatrical *Gundam* films in Japan, totaling nearly ¥4.9 billion (as of July 22, 2024). In addition to longtime fans of 20 years, a new generation of fans in their teens and 20s enjoyed the film, thereby helping expand the base of new *Gundam* fans.

Rollout under ALL BANDAI NAMCO concept helping ensure ongoing success

One factor behind the success of *SEED FREEDOM* has been the rollout of products and services for the *SEED* series by Group companies over a 20-year period, ensuring that the series, including its latest entry *SEED FREEDOM*, continues to remain exciting and memorable in the eyes of fans. Furthermore, due to the popularization of online video streaming services in recent years, many past works in the *SEED* series are being broadcast via the Internet, making them easily viewable for audiences in a wide range of age groups. Another reason for the success of *SEED FREEDOM* has been the significant advancements in production technologies over the past 20 years. By utilizing CG technology, for example, we were able to realize stunning visuals throughout the entire film.

The *Gundam* Project played a central role in the rollout of products and services, in the manner it did with the animated TV series *Mobile Suit Gundam THE WITCH FROM MERCURY*. Through the project, we implemented Groupwide promotions for *SEED FREEDOM* before its release and launched numerous products and services at the time of release. Timed perfectly with the film's release, the promotion of *Gundam* model kits resulted in not only strong sales for new *SEED FREEDOM* products but also repeat sales of past products for the *SEED* series. In this way, major synergies were created in conjunction with the increase in fans of the *SEED* series.

I have been involved in the *SEED* series since 2004. I believe the completion of *SEED FREEDOM*, a work representing the culmination of 20 years of effort and filled with passion, is the direct result of our collaborative efforts on a Groupwide basis. I also feel that the film helped forge deeper connections with the *Gundam* fan base, which supported it in large numbers even after waiting for many years. In the future, I look forward to seeing how *Gundam* evolves and reveals new facets over time, as we pass the baton to the younger generation working on *Gundam*-related projects.



The *Mobile Suit Gundam SEED FREEDOM* screening event