

September 18, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods to Release a New TV Commercial, “Thirsty Afternoon,” the Second to Feature Sho Hirano Facing the Many “Challenges of Adolescence,” to Promote the MATCH Line of Carbonated Vitamin Drinks

On Air across Japan Starting September 25, 2020

TOKYO, Japan, September 18, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will continue to use Sho Hirano, a member of the music group King & Prince, as the face of the MATCH line of carbonated vitamin drinks. The first TV commercial, “Thirsty Morning,” was released in May, and now a second commercial, “Thirsty Afternoon,” will begin airing across Japan on September 25, 2020.

As in the previous commercial, Sho Hirano faces a variety of “thirsts” with his natural physical abilities, symbolically representing students who face the many challenges of adolescence and put all their energies into school life. Through MATCH, which has a refreshing aftertaste and is easy to gulp down because it is semi carbonated, Otsuka Foods will support the days of youth of junior high and high school students who devote themselves to their studies and sports.