



November 11, 2020

To whom it may concern:

Featuring Shingo Katori, a new TV commercial for “BASE”, an online shop creation service that has sold over 1.2 million shops, will be broadcast.
Collaboration with Dave Spector and Matt!

BASE, Inc. (Location: Minato-ku, Tokyo; CEO: Yuta Tsuruoka; hereafter called BASE) will start broadcasting a new commercial from Thursday, November 12, featuring shop owner Shingo Katori, a user of the online shop creation service “BASE”.



■About the broadcasting of a new commercial featuring Katori

“BASE”, which makes it easy for anyone to open an online shop, has been used by many businesses, including fashion brands and restaurants experiencing a deterioration in offline sales and customer attraction due to the COVID-19 crisis, and has been closely attuned to customers who are taking on the challenge of new sales channels called online shops.

To support the economic activities of as many people as possible in times of emergency, we put a commercial featuring Katori on air in May this year. At that time, we refrained from filming a new commercial from the viewpoint of preventing the spread of COVID-19, and instead rebroadcasted the two versions of “bandsman” and “picture book writer”, which were produced in 2018.

Finally, we started a new commercial filming project under the theme of [Open a shop on the Internet with “BASE”], with the aim of becoming a partner in new economic activities for more people, on the premise that we will take all possible measures against infectious diseases.

Katori will appear in the new commercial as himself. In the commercial, a shop staff member who is considering opening an online shop speaks to Katori about “BASE”, then Katori’s imagination goes too far, from “mishearing”.

Through the story of the new commercial, we hope that the “BASE” service will be recognized even by those who have not received information about us until now, and that they will become interested in “BASE”, which allows anyone to open an online shop easily.

■Message from Shingo Katori

I was not able to shoot new commercials of BASE for a long time, but I am very happy to be able to shoot new

commercials in a new daily life with the new normal. I also run a clothing store called “JANTJE_ONTEMBAAR” in BASE. I am very happy to hear from my customers such words as, “I bought Shingo’s clothes at BASE”. BASE is great because you can “open a store on the Internet” really easily, and that simplicity leads to fun. Whether or not to start a shop is up to each individual, but I would be delighted if this commercial gave someone a supportive nudge to take a first step.

■From Yuta Tsuruoka, CEO, BASE Corporation

First of all, on the occasion of broadcasting this new commercial, I would like to express my heartfelt gratitude for the fact that we were able to produce a new creative work on the premise of safety of the cast and staff members. I first came together with Katori-san in a commercial in 2018, and it was truly an opportunity for “BASE” to be used by many people. It will be a great honor if this commercial can introduce “BASE” to as many people as possible and support you as a partner in your economic activities. Also, Dave and Matt appeared in our commercial this time. I think that they have successfully completed a creative work with strong impact, so I hope you enjoy it.

Although this year has been an unforeseeable and difficult one, I sincerely hope that we will be able to regain peace of mind as soon as possible, even if we need to adjust, and that we will become a society where we can conduct economic activities as we want, both online and offline.



■Message from Dave Spector

Matt is such a “Matt-ure” person. I was glad to work with Katori-san again after a long time.

I love the BASE logo with a tipi. I had a chance to share my opinions with the president, but I couldn’t distinguish him from other staff members at first, because he is so young! The concept of the commercial that I appeared in was very compelling, such that I myself wanted to open an online shop! Participating in this stylish commercial was great fun, filled with laughter. I wish every commercial shoot would be “BASE-ed” on a fun atmosphere like this.



■Message from Matt

I was very pleased to co-act with Katori-san in a commercial. I never imagined I would have such a chance at the time of my debut. I couldn’t imagine what “co-sleeping” would be like. But I was just trying so hard to flutter a lace cloth over Katori-san’s face... I’m glad I had such a precious experience. I hope this commercial expresses that BASE is a fantastic service that enables you to easily open a shop online.

■Overview of TV commercials

□Outline of the broadcast

Sign on: Thursday, November 12, 2020

Broadcast areas: Nationwide (excluding some areas)

□Title

“Mishearing (with Dave Spector)” 15 seconds

“Mishearing (with Matt)” 15 seconds

“Mishearing (with Matt and Dave Spector)” 30 seconds

□“BASE” Commercial Special Page

URL : <https://lp.thebase.in/cm>

□Cast

“Mishearing (with Dave Spector)”:

Shingo Katori, Dave Spector, Eita Okuno, Rie Matsuoka, and others

“Mishearing (with Matt)”:
Shingo Katori, Matt, Naoko Kouda

The end.