

November 27, 2025

Launching a new promotion featuring Mone Kamishiraishi

Taiheiyo Cement Corporation (Headquarters: Bunkyo-ku, Tokyo; President and Representative Director: Yoshifumi Taura) will launch a new promotional campaign featuring Mone Kamishiraishi on Monday, December 1, 2025.



The new TV commercial, “Sugoiyo Cement Edition ” uses computer graphics to show how cement transforms into buildings, dams, and many other things to convey the importance of cement. The special website for the commercial, which will be launched on the same day, will also feature a making-of video including an interview with Ms. Kamishiraishi, so please check it out.

In this regard, various promotions will be implemented from December 1. The details are as follows.

【 Promotions after December 1 】

- ① TV commercial will be aired on TBS and MBS "PRESSURE BATTLE!!"
*"PRESSURE BATTLE!!" Broadcast every Thursday from 19:00~ (excluding some areas)
Other broadcasting stations nationwide will begin broadcasting on December 1.
- ② Transportation and outdoor advertisement
 - Display will begin at Tokyo Station and other major JR stations (38 stations in total).
 - Display will be on the in-train vision of all Tokyo Metro lines.
 - Display will be at Korakuen Station, one of the closest stations to the head office.
 - Display will be at L-shaped Tokyo Dome City Gate Plaza 25.
 - Display will be at Haneda Airport from the end of December to January.
- ③ Published in Newspapers
Advertisement will be at The Nikkei (national edition, morning edition) on December 1.
- ④ YouTube/X Official Account
To be released on December 1.
YouTube Official Account: https://youtube.com/@taiheiyo_cement
X Official Account: <https://x.com/taiheiyocement>
- ⑤ Special Website (Landing Page) to be opened
Special website for our company CM to be opened on December 1.
Special Website: https://www.taiheiyo-cement.co.jp/ad_tvcm/index.html
- ⑥ Exhibiting at EcoPro 2025
Exhibiting at EcoPro 2025 to be held at Tokyo Big Sight from Wednesday, December 10 to 12 (Fri)
(Our booth: East Hall 5 5-025)
EcoPro Official Website: <https://messe.nikkei.co.jp/ep/>



Illustration of the exhibition

[Related Release]

- Participation in EcoPro 2025 on November 13, 2025
https://www.taiheiyo-cement.co.jp/english/summary/pdf/251113_1.pdf

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Taiheiyo Cement Corporation
Corporate Communications Group
General Affairs Department
E-mail. ccg-com@taiheiyo-cement.co.jp