

Press Release



March 31, 2025
transcosmos inc.

transcosmos changes 43% of young players' mindsets through SHIBUYA Good Manner Challenge feat. Fortnite, its project to solve Shibuya's social issues
Hits 102,000 play counts with 650,000 PVs on related social media in 4 months after release
Through gaming, raises awareness about social issues among Gen α , Gen Z, and the wider global population—hard-to-reach audience with existing media

transcosmos, together with EbuAction, has released SHIBUYA CITY BOSS FIGHT on Fortnite on a popular metaverse gaming platform targeting young generations and overseas visitors as part of the SHIBUYA Good Manner Challenge feat. Fortnite, its joint project with EbuAction to support the Shibuya Good Manner Project (no translation available: <https://shibuya-good-manner.com/>) run by Future Design Shibuya General Incorporated Association, a movement to make Shibuya ward a safe and secure city. The game has attracted many players, and now, four months after the release, total play counts has exceeded 102,000 with a total of 650,000 page views (PV) on all related social media contents.



■Project background

Nuisance behavior such as street drinking, smoking, and littering is a social problem in Shibuya-ward. To address these issues, Future Design Shibuya launched Shibuya Good Manner Project, and is working on diverse activities in partnership with a range of stakeholders. To educate manners to young people and overseas visitors through gaming, transcosmos, together with EbuAction, is running diverse campaigns using Fortnite, such as publishing unique content, offering experiences at sports and entertainment events, holding hackathons, running collaboration events with gaming livestreamers, and more. Through these campaigns, transcosmos aims not only to let target audiences enjoy the gaming experience but also become aware of the city they are in.

■Outcome

1. Total play counts reached 102,000 in four months. Going beyond the language barrier, attracting players worldwide, not only young generations.

•With 45,000 play counts recorded on main contents, the total play time reached 14,000 hours with an average of 21 minutes. Players from the U.S. and Europe are joining the game in particular from midnight to early morning, driving up the play counts.

• 19 game titles were published for the Hackathon project with a theme of solving Shibuya's social issues like littering, creating 19,000 hours of user experience with a play count of 57,000.



【SHIBUYA Good Manner大賞】
Airley エアレイさん
EcoWars in Shibuya SGH(2154-7081-3260)



【鈴木 おさむ賞】
ていーぐらふ(T.GRAPH)さん
CAR CRASH BATTLE ROYALE SGH(8220-2033-9471)



【出水 ぼすか賞】
Alatania さん
シブクマ SHIBUKUMA -Shibuya Bears-SGH(1986-8540-1584)



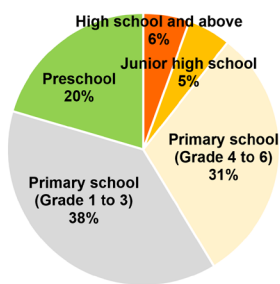
epicpicks(29日間選ばれ、ゴミ問題に対する認知促進に大きく貢献)
ICE_N(アイス)さん
MISSION CLEANING SGH(8123-1860-0569)

2. 43% of young generations showed a shift in mindset to stop littering

• At sports and community events, transcocosmos set up PR booths for SHIBUYA Good Manner Project, and offered sessions for visitors to experience SHIBUYA Good Manner Challenge feat. Fortnite.

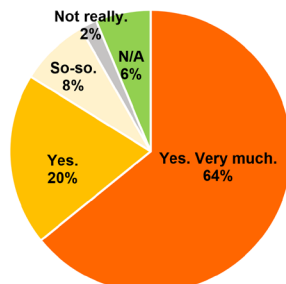
• 43% of young players said “we should not litter” in the post-event surveys, revealing that the gaming experience raised awareness about good manners.

1) Players by age group



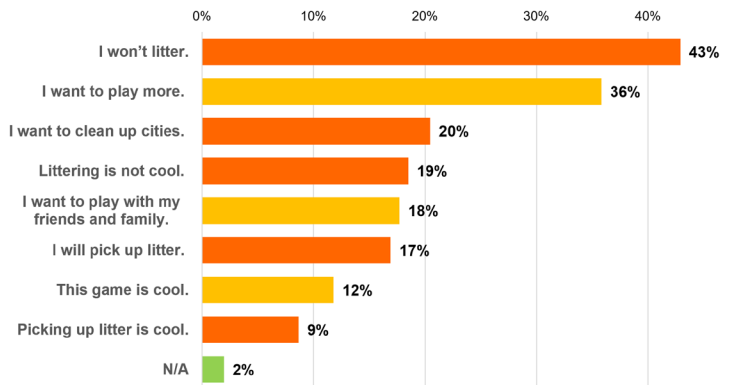
- High school and above
- Junior high school
- Primary school (Grade 4 to 6)
- Primary school (Grade 1 to 3)
- Preschool

2) Did you enjoy the game?



- Yes. Very much.
- Yes.
- So-so.
- Not really.
- N/A

3) What are your thoughts after completing the game?



Survey period: November 24
Survey method: Questionnaire at the exit gate on the event day
Survey respondents: 254 players who experienced the game

3.YouTube game livestreaming exceeded 650,000 PV

• 10 influencers with more than 3.5 million registered followers live streamed their gameplays for this project, and recorded over 650,000 PVs. Significantly spreading gaming experience and raising awareness about littering.

• Partner influencer (example): ZELLYFY

@ZELLYFY channel URL (no translation available): <https://www.youtube.com/watch?v=VVaZYbPyI4Y>



ZELLYFY / <https://www.youtube.com/@ZELLYFY>

Channel subscribers: 964,000

ZELLYFY is a youtuber enjoying immense popularity with video and live streaming, primarily on Fortnite. With nearly 960,000 subscribers and many fans, ZELLYFY's videos surpassed 1 billion cumulative views.

Find other influencers here: <https://shibuya-good-manner.com/fortnite/news/238/>

■ Game overview

Game title	SHIBUYA CITY BOSS FIGHT
Island code	5213-7689-0580
Platform	Fortnite
Event website	https://shibuya-good-manner.com/fortnite

*This game is not sponsored, approved, or managed by Epic Games, Inc. The game is an independent Fortnite game content.

There is more to come on this project. Companies and organizations who are interested in collaborating with transcocosmos, please contact us.

transcosmos is also offering new, experiential marketing powered by Fortnite and Roblox targeting young generations and overseas users. For more details, please contact us at below.

transcosmos contact: https://www.trans-plus.jp/cotra/metaverse_contact

◆About Fortnite

With more than 500 million registered accounts worldwide, Fortnite is a global platform where players create their own experiences or squad up in the iconic Battle Royale and action-packed Zero Build. Fortnite is an always evolving space where culture lives and players can create, watch, and play alongside a global community with friends. In 2025, Fortnite is collaborating with major league baseball player Shohei Otani, drawing attention around the world.

◆About Future Design Shibuya

Corporate name: Future Design Shibuya General Incorporated

Address: 9F, Shibuya PARCO, 15-1, Udagawa-cho, Shibuya-ku, Tokyo 150-0042 Japan

Business: Based on diversity and inclusion, Future Design Shibuya collects ideas and talents of various people who gather in Shibuya, such as people living in Shibuya, workers, learners, visitors, etc., across domains, and through open innovation, society. It is a full-scale industry-government-academia-private partnership organization that designs solutions and possibilities for issues.

URL: <https://fds.or.jp/en/>

◆About EbuAction, inc.

Company name: EbuAction, inc.

Address: 2-10-34, Kami-Osaki, Shinagawa-Ku, Tokyo 141-0021, Japan

Business: Providing services for businesses to offer solutions on metaverse platforms including Fortnite and Roblox. Co-operating BORDER, a metaverse production studio, with NEIGHBOR Co., Ltd.

URL (no translation available): <https://ebuaction.com>

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About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 182 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp