

# **Osaka World Expo 2025: From Disaster to a Delight**

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## **Abstract**

Although the 2025 Osaka World Expo, proposed in 2014 by former mayor Toru Hashimoto, had many positive features, the proposal faced widespread opposition due to soaring costs, skepticism about project objectives, and Japan's recent experience with the pandemic-era Tokyo Olympics. Constructed on Yume Shima, a reclaimed landfill site, the Expo featured a massive wooden ring and over 180 pavilions but drew criticism for its temporary structures, environmental risks, and privacy-invasive digital systems. Early ticket sales lagged due to weak public interest and unfavorable media coverage. However, once the Expo opened, local enthusiasm surged, aided by extensive media promotion and popular attractions such as the mascot Myaku-Myaku. Attendance ultimately exceeded expectations, surpassing 29 million visitors. The Expo's dramatic turnaround invites analysis of shifting public sentiment and the factors in the financial, public relations, and community impact areas that transformed initial skepticism into widespread engagement.

## **Learning Outcomes**

In completing this case, students should be able to:

1. Analyze consumers' perception of unfamiliar events. (LO1)
2. Discuss the significance of international events, such as the Olympics and Expos. (LO2)
3. Recommend a public relations strategy. (LO3)

## **Application**

This decision-based critical incident is ideal for undergraduate and graduate courses in marketing strategy, advertising, and public relations.

## **Key Words**

Marketing, marketing strategy, advertising, and public relations.

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