



For Immediate Release

November 1, 2019

## TV personality Ayako Imoto makes debut joint appearance with her "little sister"?!

New TV commercial for **Rizmo** airing across Japan  
from November 2, 2019

Making-of video for the commercial also available on TAKARATOMY YouTube!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo) will air "Imoto's Imōto (Little Sister) - Rizmo" across Japan from Saturday, November 2, 2019. Starring TV personality Ayako Imoto, the new TV commercial is for **Rizmo**, a "surprise pet toy" that evolves with sound in the course of care provided by children (SRP: JPY 7,980 each/tax not included/three different types).



\* The rhythmic rhyming of "Imoto's imōto" adds an interesting cadence to the storyline.

TOMY Company started selling Rizmo in markets around the world, including Japan, other Asian countries, Europe, North America and South America, from Saturday, September 14, 2019. Rizmo is a "surprise pet toy" of Japanese origin that loves to sing and dance. The toy evolves its form as children play with it lots and take plenty of care of it.

There are two times when Rizmo evolves in this way. The first evolution is from the cute "Baby Rizmo" to the playful "Kid Rizmo" while the second is from the "Kid Rizmo" to the "Adult Rizmo" which is more adept at musical play.

Rizmo is a mysterious creature that came from outer space. Its name was coined by combining two English words: rhythm and monster. **Ayako Imoto, who has appeared with all kinds of rare animals on earth in TV programs, makes her debut appearance with a creature from outer space in this commercial, which has a storyline that Imoto welcomes Rizmo as her "imōto" (the Japanese word for little sister).**

TOMY Company has simultaneously released a making-of video for this TV commercial. Full of precious scenes, it shows Imoto giving Rizmo lots of encouragement for it to evolve, expressing surprise when witnessing its evolution for the first time, and taking delight in making the toy say, "Imoto is cute." The making-of video can be viewed on TAKARATOMY YouTube channel.

([www.youtube.com/user/takaratomychannel](http://www.youtube.com/user/takaratomychannel)).

## ■ Overview of the New TV Commercial

Title: “Imoto’s Imōto (Little Sister) – Rizmo” 15 seconds / 30 seconds

Airing start date: Saturday, November 2, 2019

Airing areas: all parts of Japan

Web link for the making-of video: <https://youtu.be/NacpPt5OE88> \*Post on 10:00 a.m. on Friday, November 1

## ■ Storyline for “Imoto’s Imōto (Little Sister) - Rizmo,” New TV commercial (30 seconds)

Imoto introduces Rizmo, saying, “Meet my new little sister!” Imoto treats round Baby Rizmo tenderly. She then treats Rizmo with even greater affection after it evolves into Kid Rizmo with a tail. Imoto makes Kid Rizmo evolve into Adult Rizmo through continuous encouragement. Imoto sings and plays with Adult Rizmo, saying, “We will stay together all the time from now on.” The episode depicts how Imoto welcomes Rizmo warmly as her own “imōto” (little sister).



## ■ Filming Episodes

### **Reaction in true amazement**

The filming crew had kept the scene of Rizmo's evolution, which is the greatest point of surprise of the surprise pet toy, secret from Imoto until just before a filming session. When filming, the crew captured Imoto's natural reactions of amazement when she saw the toy's evolution for the first time. The footage is used in the TV commercial without any modification.

### **Imoto sings a beautiful a cappella song for Rizmo**

The filming crew recorded a scene in which Imoto sang an a cappella song for Rizmo because the toy grows by being nurtured through sounds. The beautiful voice of Imoto echoing throughout the studio caused amazed staff members to inadvertently exclaim, "Wow!"

### **Using Rizmo's mimicking function**

Rizmo has the mimicry mode through which it arranges spoken words into quasi-songs and sings these songs. While using this mode, Imoto made Rizmo say "Imoto is cute." She looked very pleased with the result she obtained. Interested people can view that scene in the making-of video.

### **Comment by commercial director Atsushi Nomura:**

"It looks and moves adorably like a genuine living pet." That was my impression of Rizmo when I saw it for the first time. In order to communicate this toy's cuteness sufficiently through this TV commercial, I chose a storyline in which Imoto dotes lovingly on Rizmo, treating her as her cute little sister.

To amuse viewers, I produced three versions of this commercial by changing patterns slightly. I would be happy if many people get to watch all three versions.

## ■ Interview with Ayako Imoto

### **Q: Tell us about your impression of Rizmo when you saw it for the first time.**

A: I found it very cute. That was my first impression of Rizmo. It looks spongy. And touching it feels so nice. When I saw the hair on its head, I immediately wanted to style it. I have three nieces, who are in fifth, third and first grades of elementary school, respectively. I think they will adore Rizmo madly. I want to give them this toy as a present. I think Auntie Ayako's popularity will rise even higher if they watch this TV commercial.

### **Q: Tell us about your favorite points about Rizmo.**

A: As you can expect, I found the mimicking function fun among the play modes. Also, after Rizmo's final evolution, the arrangements it offered in addition to mere mimicry were delightful. There are also two versions for each color that Rizmo comes in. I admire how so much attention has been paid to the finer details, like giving them different hair colors. Personally, I like aqua Rizmo because we seem to look best in photos together.

## [Ayako Imoto's Profile]



Comedian/actor Born on January 12, 1986. A native of Tottori Prefecture, Imoto is currently appearing in The Quest on Nippon TV and Imoto Ayako's Suppinshan on TBS Radio.

She has made appearances in many TV dramas in the past, too, including Shitamachi Rocket on Tokyo Broadcasting System Television and the Your Home Is My Business! series on Nippon TV. In addition to working as a variety show personality and a television actor, Imoto shows off her diverse talents in various fields, including on stage in theater productions, such as Nobody Else But You, LOVE LETTERS, and as a columnist for CREA magazine.

## “Rizmo” Product Outline



Product Name: **“Rizmo” (three different colors: berry/snow/aqua)**

SRP: JPY 7,980, respectively (tax not included)

Launch Date: Saturday, September 14, 2019

Recommended Age: 6 years and up

Dimensions: W 150 mm × H 190 mm × D 110 mm (in the case of the “Adult Rizmo”)

Batteries Required: 4 × AA alkaline \*4 test batteries included

Sales Channels in Japan: Toy stores, toy sections of department stores/mass retailers, variety stores in Japan, online stores, TOMY Company's official online store “Takara Tomy Mall” ([takaratomy.com](http://takaratomy.com)) etc.

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Website: [www.takaratomy.co.jp/products/rizmo](http://www.takaratomy.co.jp/products/rizmo)

### **Rizmo won first place in the variety category of “2019 Christmas toys selected by toy stores.”**

\*2019 Christmas toys selected by toy stores

The “2019 Christmas toys selected by toy stores” is a ranking of toys selected by toy retailers and wholesalers nationwide based on which toys they think will sell the most, or that they want to sell the most in this year's Christmas shopping season. Determined by ballot, the ranking is announced at the 2019 Christmas Toy Fair sponsored by the Christmas Toy Fair Executive Committee of the Tokyo Toy & Doll Cooperative Association.

**This product has been certified as an accessible design toy on the basis of it including the following features.**

\*Accessible design toys

Accessible design toys are toys that enable vision- or hearing-impaired children to have fun playing with them. Such toys are manufactured and sold for general consumers. Only toys that have passed monitoring inspections performed by the Accessible-Design Toy Committee of The Japan Toy Association are certified as accessible design toys.

The Accessible-Design Toy Committee certified Rizmo based on its positive assessment of points including ways and means devised to let the user know when eye color (mode) changes and what is the current state through different sounds, and the preparation of the User Manual in text format to describe diagrams and illustration in words.

**TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019**

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