

KonMari Media is a lifestyle brand founded by Marie Kondo, creator of the KonMari Method™, bestseller *The Life-Changing Magic of Tidying Up*, and hit Netflix show, *Tidying Up with Marie Kondo*. The brand comprises merchandise, events, consulting — and now, an e-learning online course about all things tidying up, powered by Vimeo.



60,000+

video views annually



7,500+

purchases



10

instructional videos



100+

countries reached



Challenge

Marie Kondo is all about breaking down daunting projects into attainable tasks. The KonMari team wanted to apply this same approach to their educational content, so that they could better reach, teach, and inspire fans around the world.

“Marie wrote several books, which are fairly text-heavy. We have audiobooks, but each one is 4½ hours,” says Kay Amano, Dir. of Publishing & Corporate Planning. “People wrote to us saying, *‘I need a visual guide to help me!’* That’s when we decided to launch the 10-video course.”

As a new addition to the KonMari offering, the team needed flexibility to experiment with how they monetized the **Tidy Course** — specifically, using a transactional model versus a traditional monthly or annual subscription. What’s more, with fans spanning continents and languages, Kay and her team needed to ensure they could offer the content to fans around the world, and provide speedy support when they needed it.



Solution

Through video, KonMari condensed hours of reading or listening into 75 minutes of watching. “We want to offer bite-sized content through the entire Tidying journey,” says Kay. For more in-depth guidance, the course also includes **supplementary** digital workbooks.

Localization was paramount, too. “Marie recorded the course in Japanese, with the intention that viewers would select **captions** in their own language,” says Kay. What’s more, because Vimeo provides direct support to customers, KonMari can focus on growing the business, and rest easy knowing customer questions are answered promptly. “The customer service was really good in terms of structured support,” says Kay. “The turnaround time and response rate was fast. Other companies were a little more sluggish.”

And because Vimeo makes it easy to monetize through TVOD, SVOD, PPV, and even AVOD, KonMari could find a model that worked best for them (currently a one-time TVOD purchase).



Outcome

Since launch, thousands of fans have completed the course, generating revenue while KonMari ramps up other initiatives. “We can’t ship internationally yet, so the course is a great offering for our global audience,” says Patti Ni, Dir. of Growth Marketing.

The course is also helping KonMari consultants. “Many of our consultants use the course as a gift for clients,” says Takeo Yagi, VP of Operations.

“Vimeo has not only helped us, but our consultants as well, to promote their business.”

“The [OTT] course is a great offering for our global audience. It allows us to go farther than just the U.S., and reach our international customers when our more tangible products can’t just yet.”



Patti Ni, Director of Growth Marketing