

June 20, 2025

INPEX to Air New Commercial Featuring Actor Kaya Kiyohara from June 20

TOKYO, JAPAN - [INPEX CORPORATION](https://www.inpex.co.jp/) (INPEX) announced today it has released a new commercial based on the theme “What does INPEX do?” and featuring Japanese actor and INPEX brand ambassador Kaya Kiyohara. The new commercial is scheduled to air on Japanese television and select digital media starting on June 20.

New commercial video: <https://youtu.be/zG6ujeg4xz0>



The new commercial highlights the brand message, “energy for a brighter future,” which conveys the INPEX Group’s commitment to consolidate its efforts and continue to seek and deliver energy, supporting the livelihoods and futures of people around the world. This brand message is part of the corporate branding announced by the company in February 2025.

Commercial synopsis

This new commercial draws on the melody of the popular nursery rhyme “London Bridge Is Falling Down,” where Kaya Kiyohara playfully asks, “What does INPEX do?” and employees of the company respond by rhythmically introducing the company’s business activities.

The commercial was filmed on location at INPEX’s Naoetsu LNG Terminal in Niigata Prefecture and captures the dynamism of energy supply infrastructure. The commercial also highlights how energy discovered, developed and delivered by INPEX sustains family gatherings and

other casual, daily occurrences. The choreography reflects INPEX's resolve to ensure the smiles of energy consumers as the cast members move in unison and raise their fists at the end of the commercial.

Comments from Kaya Kiyohara

"This is the third time that I have shot a commercial for INPEX, and it was the first time that I visited Naoetsu LNG Terminal. I was inspired by the powerful environment that we do not normally get to experience in our everyday lives, and I was moved by the fact that INPEX is searching for energy in various places around the world and delivering it to us to support our daily lives under the brand message of "energy for a brighter future." The scale of the Naoetsu LNG Terminal and the music that you cannot help but sing along to make this a fun commercial that you will want to watch over and over again!"

【Outline of Commercial】

Theme	"Energy for a brighter future"
On air	From June 20, 2025
Broadcasting stations	Commercial TV networks in the Kanto, Kansai and Tokai regions and Niigata Prefecture (planned)
Main cast	Kaya Kiyohara
URL	The commercial video may be viewed on the INPEX website. URL: https://inpex.com/company/movie.html#anc_04 Additionally, a special website for this new commercial is scheduled to launch in early July. We will provide further updates once the site is live.

About INPEX

INPEX is Japan's largest exploration and production (E&P) company, engaged in the development and operation of oil and gas projects worldwide. We are committed to contributing to a brighter future by delivering energy in a sustainable way. As part of this commitment, we are also engaging in lower-carbon solutions such as CCS, hydrogen and integrated power supply, while pursuing new opportunities in the evolving energy landscape.

For more information, visit <https://www.inpex.com/english/index.html>.

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