

Chiikawa – an IP powerhouse

Vocabulary List

1. **Cute (adj)** 可愛的

The kitten is so **cute** that everyone wants to hold it.

2. **Relatable (adj)** 引起共鳴的

Her story about working hard to achieve success is very **relatable**.

3. **Large-scale (adj)** 大型的

The spacious stadium is suitable for hosting **large-scale** events.

4. **Merchandise (n)** 商品

The gift shop sells official **merchandise** of the theme park.

5. **Whimsical (adj)** 異想天開的

The artist's **whimsical** drawings made everyone smile.

6. **Adorable (adj)** 惹人喜愛的

The puppy looked absolutely **adorable** in its little sweater.

7. **Fantasy (n)** 幻想

Some people have the **fantasy** of becoming a billionaire without working hard.

8. **Encouragement (n)** 鼓勵

His teacher's **encouragement** gave him the confidence to try again.

9. **Ensure (v)** 確保

Please **ensure** that the door is locked before you leave.

10. **Reminder (n)** 提醒

I set a **reminder** on my phone for tomorrow's meeting.

Now, you write it!

Chose four words you are unfamiliar with from the article and write example sentences. Use a dictionary to help you.

11. _____

12. _____

13. _____

14. _____

Glossary List

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|----------------------------|----------|
| 1. All the rage | 大受歡迎 |
| 2. Product | 產品 |
| 3. Commercially successful | 商業上成功 |
| 4. Social media | 社交媒體 |
| 5. Cultural phenomenon | 文化現象 |
| 6. Anime | 動畫 |
| 7. Follower | 粉絲 |
| 8. Sensation | 轟動 |
| 9. Octopus card | 八達通 |
| 10. Chiikawa-themed | 吉伊卡哇為主題的 |
| 11. Life-size | 真人大小 |
| 12. Sculpture | 雕像 |
| 13. Playful personality | 活潑的個性 |
| 14. Adventure | 冒險 |
| 15. Diverse forms | 多樣的形式 |
| 16. Trademark | 商標 |
| 17. Copyright | 版權 |
| 18. Unique design | 獨特的設計 |
| 19. Branding | 打造品牌 |
| 20. Digital cartoon | 數碼卡通 |
| 21. Leaps and bounds | 突飛猛進 |

Question Types

Vocabulary / Underlining

1. “The commercial success of *Chiikawa* highlights how an IP can transform from one digital comic into a whole franchise with different products and services. It is not just about selling a story or an image, but also about building an emotional connection with fans who want to engage with it in different ways.”

Underline the word in the above passage that has a similar meaning to “metamorphose”.

Views and attitudes/ Multiple choice

2. How would you characterise the article’s view towards the future of character IPs like *Chiikawa*?

- A. Skeptical
- B. Uncertain
- C. Bullish
- D. Pessimistic

Mini Mock

Read the article and answer the questions:

1. Are the following statements True (T), False (F) or Not Given (NG)?

- (i) Chiikawa’s first overseas themed restaurant opened in London in mid-August 2025. _____
- (ii) The name “Chiikawa” comes from the phrase “chiisakute kawaii”, which means “small and cute”. _____
- (iii) The main Chiikawa characters are Chiikawa, Hachiware, and Usagi. _____
- (iv) Character IPs like Hello Kitty and Pikachu are not protected by copyrights or trademarks law. _____
- (iv) Future character IPs will likely involve more technology. _____

2. Do Chiikawa and his friends live in a world free of troubles and worries? Explain your answer.

3. Why does Chiikawa’s story resonate with people, according to Nakayama Atsuo?



4. Does the author of the article think character IPs like Chiikawa have a bright commercial future? Explain your answer.

5. Complete the sentences by filling the gaps. Use ONE WORD only from the article, in the form that is grammatically correct in the context of the sentence.

(i) Chiikawa has become a commercial _____ in Hong Kong in 2025.

(ii) Light Rail trains are decorated into a moving Chiikawa _____

(iii) Chiikawa is classified as a “character _____”, legally protected through design rights and trademarks.

(iv) Chiikawa’s story shows a balance between _____ and deeper meaning.