Crunchyroll Information Kit - Example (USC Final)

Thought Leadership

Crunchyroll’s Manga Site Isn’t Just a Reading App, It's a Self-Care Refuge

Burnout, stress, anxiety. Rinse and repeat.

Sound familiar? These feelings are becoming more and more prevalent every single day, especially in our modern world. That's why finding ways to unwind and discover those little moments of peace has never been more important. And honestly? I'm beyond thrilled that Crunchyroll is bringing the beloved Cozy Anime Corner to its new manga website.

The Cozy Manga Corner is a collection of relaxing, lighthearted, and fun manga handpicked by Crunchyroll's team to help us all decompress. It's *exactly* what we need right now.

I grew up watching anime and reading manga every single day. For me and so many others, manga has always been that perfect escape. My day's anxieties would just melt away with every page turn, replaced by pure comfort. That's why I got so excited when I heard the Cozy Corner was expanding to the new website! These stories don't just entertain us, but help us find solace and build communities where people truly feel seen.

Want to hear something wild? A study found that reading can reduce stress levels by 60%. And get this: it's better for stress reduction than listening to music, going for a walk or even playing video games. I know it sounds crazy, but I totally believe it. I remember so many days when the only cure for a terrible day was curling up with my favorite manga. That specific kind of comfort? I couldn't find it anywhere else. And this escape is such a valuable tool in our world, especially considering that in the U.S. alone, about one in five adults experiences mental illness each year. So, knowing that Cozy Manga Corner is launching on the manga website during peak seasonal depression with fresh recommendations from Crunchyroll's massive collection? I'm already excited for every single pick.

Manga sales have *quadrupled* since 2024, and the hype just keeps building. I'm so pumped to see Crunchyroll making manga reading more accessible through its website. And highlighting stories that specifically invite the community to unwind and relax? It’s a perfect way to encourage people to turn off all the noise and just pick up a good book.

This is especially important when you look at young people. Some folks are still unfamiliar with anime and manga, but definitely not the younger generations. Check this out: approximately half of all Gen Z reads manga or watches anime. But here's the concerning part: 87% of Gen Z also report experiencing mental health challenges regularly. Think about that. We have this huge portion of an entire generation that's struggling with mental health while also being deeply engaged with manga and anime. So, for Crunchyroll to recognize this and create a weekly section dedicated to reads that help people unwind and de-stress? That's purposeful action at its absolute finest. Honestly, so many companies could learn from this approach.

The Cozy Corner is a sanctuary waiting for *all* of us. Whether you're a longtime manga fan or someone who's never even dipped a toe into the world of anime and manga, I'm inviting you to cozy up with me. I really hope you'll find your new favorite story and forget about the chaos outside for a while because I know I will.

(This would be for Egan Loo, who is the senior editor at Anime News Network. He is seen as an expert in the anime and manga industries.)

News Release

Crunchyroll
Megan Fournier, PR Agent
818-482-8876
megan.fournier@crunchyroll.com

Crunchyroll Debuts New Cozy Manga Corner for New Manga Website Launch

Los Angeles, CA, November 24, 2025 - The online anime and news website Crunchyroll is bringing a new happy place on the go this December with the Cozy Manga Corner on its brand new manga website. This announcement comes a month after the release of Crunchyroll's new manga website on October 15th of this year.

The Cozy Manga Corner is a predecessor to Crunchyroll's ever-popular Cozy Anime Corner. Like the anime site, the manga website and app will include highlights of manga series with calming, low-stress vibes and comfortable themes, perfect for unwinding.

"We find it more important than ever now to highlight ways to escape from an ever-stressful world," explains Gita Rebbapragada, Crunchyroll's CMO, on the addition of Cozy Manga Corner. "We figured, why not carve out a corner to help our community feel comforted at all times of the day?"

Crunchyroll's first Cozy Manga Corner highlight will include popular comfort manga such as *Laid-Back Camp, Horimiya,* and *Komi Can't Communicate*. These popular titles involve comforting plot points as well as themes of friendship and romance, with comedy mixed in.

About Crunchyroll News:

Crunchyroll News is an industry-leading, award-winning online news outlet offering fans the latest news and features across the anime industry. From breaking news announcements to quizzes to in-depth interviews with the biggest names in anime, Crunchyroll News serves fans in seven languages and has since its founding in 2011 acquired over a billion reads from millions of anime fans worldwide.

Outlets:

Crunchyroll News - anime and manga fans, gamers (17 million subscribers)

Anime News Network - anime and manga fans (Registered Users: Over 500,000. Monthly Visitors: Over 15 million unique visitors.)

Tokyo Otaku Mode - anime and manga fans (approximately 3 million web visits per month

IGN - Gamer, Movie enthusiast, anime and manga fans (Over 475 million monthly users globally)

San Francisco Chronicle - The SF Chronicle is important to have, as Crunchyroll is headquartered there and would include the audience of people and businesses that are in SF. (around 34 million unique visitors each month)

Creative Brief

1. What is the task?

Launch and promote the Cozy Manga Corner on Crunchyroll's new manga website. A predecessor to the Cozy Anime Corner that highlights a curated collection of relaxing, lighthearted, low-stakes manga designed to help readers unwind and de-stress in an increasingly overwhelming world.

2. What is the goal?

- Drive awareness and traffic to Crunchyroll's new manga website through the Cozy Manga Corner
- Position Crunchyroll as a brand that understands and cares about its community's mental health/well-being
- Encourage both existing manga fans and newcomers to explore manga and reading as a form of self-care
- Establish the Cozy Manga Corner as the go-to weekly destination for comfort reads
- Increase subscriptions and engagement on the platform

3. Why do we need this?

- 1 in 5 U.S. adults experiences mental illness annually, with 87% of Gen Z reporting regular mental health challenges

- Reading reduces stress by 60%, which is shown to be more effective than music, walks, or video games
- Market trend: Manga sales have quadrupled since 2024
- Around half of Gen Z consumes manga/anime, creating a perfect opportunity to help a community that's engaged in manga and in need of more wellness opportunities
- Crunchyroll is more than an entertainment platform; it is also a wellness resource that takes purposeful action for its community

4. Who are we speaking to?

Primary Audience:

- Gen Z manga/anime fans who are actively online, consuming manga and anime, and are interested in the mental health crisis climate
- Existing Crunchyroll users looking for new ways to engage with the platform
- Millennials who grew up with anime/manga or still watch it and seek nostalgic comfort in stressful times

Secondary Audience:

- Wellness-conscious individuals exploring self-care tools beyond traditional methods
- Manga-curious newcomers drawn to accessible entry points

5. What will make them listen to/read our material?

- Leading with universal feelings (burnout, stress, anxiety) creates connection. Crunchyroll has to seem like it actually cares about mental health. It has a better chance with Cozy Anime Corner already being established and well-received.
- The 60% stress reduction stat gives credibility and a compelling reason to try
- Riding the wave of manga/anime popularity and mental health transparency makes this timely and relevant
- Gen Z especially responds to brands that take meaningful stands. So this isn't just marketing; it's meeting a real need that will draw audiences in who care about brands with a purpose
- Positioning this as a shared sanctuary invites people to be part of something bigger while creating meaningful cultural conversations

6. Where will this story get told?

Owned Media:

- Crunchyroll News

- Email newsletters to existing subscribers
- Social media (Instagram, TikTok, X) - Shared Media
- In-app/on-platform promotion and banners on the manga website

Earned Media:

- Anime and manga publications (Anime News Network, Tokyo Otaku Mode)
- Mental health and wellness outlets (Psychology Today)
- Lifestyle and entertainment media focused on younger, nerdier audiences (BuzzFeed, IGN)
- Podcasts focused on anime or mental health

Paid Media:

- Targeted ads to manga/anime groups
- YouTube ads on anime and wellness content
- Billboard ads and bus ads

Influencers:

- Manga and anime content creators on TikTok, YouTube, and Instagram
- Mental health advocates and wellness influencers
- Convention partnerships and pop-ups

Advertisement Headline

Manga Without the Mayhem

Infographic

