Hakuhodo develops Global HABIT Brand Navigator:
Analyzes and graphically represents global brand data in 3 minutes

Tokyo — November 17, 2003 — Hakuhodo has developed a new system that analyzes brand data in the global marketplace in just minutes. Global HABIT Brand Navigator became operational from the beginning of November.

Brand Navigator uses a proprietary database of results from Hakuhodo's Global HABIT survey of *sei-katsu-sha**. Conducted annually since 2000, the Global HABIT survey in 2002 polled approximately 18,000 *sei-katsu-sha* aged 15—54 in twenty-six cities worldwide, collecting data on around 150 brands in 27 categories.

By entering simple parameters about a client's brand, such as market area, category, brand/competitive brands and target, Brand Navigator instantly retrieves, tabulates and analyzes applicable data from the Global HABIT database. In just minutes the system creates 30 kinds of graphs and charts, around one hundred pages of data in total. These results cover such aspects of the client's brand as market penetration, strengths and weaknesses relative to competing brands, as well as user characteristics, preferences, lifestyles and media consumption.

Previously, such analysis could take several days even if using the Global HABIT database, and up to several months if original research was required. With Global Navigator, Hakuhodo can slash the time and cost of basic research and analysis. By enabling swifter proposals to client companies, the new system means Hakuhodo can now provide higher quality international branding and marketing proposals to Japanese and international clients alike.

The system will initially target brands in Asia (based on survey data from 14 cities), with full worldwide coverage to begin shortly.

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* *Sei-katsu-sha*: A term coined by Hakuhodo to represent our understanding of the users of advertising as people with lives and values beyond what they consume.

Brand Navigator analysis: What clients can learn about their brands

·   Penetration of Brands in the Market:
   Product ranking by usage, degree of user bonding compared with competitive
   brands, brand image compared with competitive brands, etc.

·   Brand loyalty compared with competing brands:
   Brand user loyalty, brand users' use of competitive brands, brand users' inclination
   toward competitive brands, competitive brand users' inclination toward brand, etc.

·   User profile:
   Demographic characteristics, important considerations for users, considerations
   when selecting products in a category, considerations when purchasing, lifestyles,
   lifestyle perceptions, media contact points, information media contact points, TV
   viewing times, etc.

Global HABIT survey outline

Cities surveyed (26 cities in 2002):
   China (Shanghai, Beijing, Guangzhou); Hong Kong; Taiwan (Taipei); Thailand
   (Bangkok); Malaysia (Kuala Lumpur); Singapore; Korea (Seoul); Philippines
   (Manila); Indonesia (Jakarta); Vietnam (Ho Chi Minh City); India (Delhi, Mumbai);
   USA (New York, Chicago, Los Angeles); UK (London); France (Paris); Germany
   (Berlin, Frankfurt); Italy (Milan); Spain (Madrid); Australia (Sydney); Japan (Tokyo,
   Osaka)

Respondents: Males/females aged 15—54; 500-800 per city
                  Sample in Japan: 5,000 total in Tokyo and Osaka

Survey period: Annual (biannual in some areas) survey

Survey method: In-home interview survey (non-Japan Asian cities); in-home
   interview/self-administered survey (European cities); postal survey (USA); in-home
   interview/postal survey (Japan)

Main survey items:
   Demographics; lifestyles (Elder perceptions, ideal man/woman, use of luxury
   brands/services, travel, etc.); media/information contact points; shopping; sports;
   ownership of durable goods, knowledge of categories

Categories: 27 products and services, and awareness/usage of brands within these categories

 Travel; insurance; airlines; credit cards; passenger vehicles; motorcycles; audio/visual equipment; PCs/printers; mobile phones; home appliances; cameras; copy machines; watches; TV games; photographic film; non-alcoholic beverages; cigarettes; beer; toiletries; cosmetics; personal care products; foodstuffs; batteries; motor oil; tires; instant foods; snack foods