

## Panel Research

**Consumer panel research** What do different types of households and individuals purchase, where and at what prices?

### SCI Nationwide Individual Consumer Panel Research

Using specialized scanners, smartphones and apps, the SCI collects data on purchases of food products, beverages and miscellaneous daily items, consumed both inside and outside the home, from 52,500 male and female panelists aged 15 to 79 nationwide. It is Japan's largest consumer panel, and provides insight based on high-quality data that gives a detailed picture of consumer purchasing behavior.

#### What the data reveal

- Where, in what quantity and by whom products are purchased
- Quantitative changes in the market structure associated with purchasing behavior such as brand switching
- Consumer attributes such as the types of people who are purchasing a product



**Retail tracking research** What kinds of products are selling when, where and at what prices?

### SRI Nationwide Retail Tracking Research

The SRI collects POS data on a variety of product categories, such as food products, beverages and miscellaneous daily items, from approximately 4,000 supermarkets, convenience stores and drugstores and other major retailers nationwide. It has unrivaled strength in this field, and is used as the standard index in various industries.

#### What the data reveal

- Which products are sold when, where, in what amounts, at what prices and at which kinds of stores
- How stores are competing in terms of distribution, merchandise assortment and price, and the resulting sales volume
- Merchandise assortment and hot-selling products by store type



**Other panels** What kinds of products are selling when, where and at what prices?

### SDI Nationwide Drugstore Tracking Research

The SDI collects POS data focused on healthcare-related categories, centered on over-the-counter (OTC) drugs, from approximately 3,200 pharmacy, drugstore, supermarket and convenience store outlets nationwide. It has established a position as the sole source of data for learning about the OTC drug market.

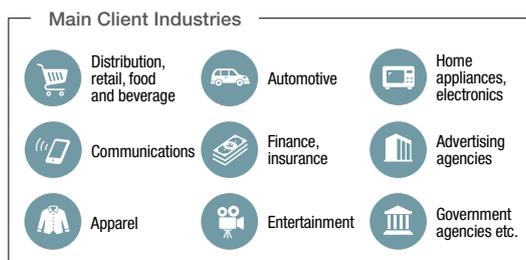
#### What the data reveal

- What was sold when, where and at what prices
- The size of the market for each category
- Changes in product market shares



## Custom Research

This research is customized to address each client's issues. We use various research methods and our unique analytical abilities to provide valuable information that reflects the real market situation.



### Data Collection Methods

**Online research**  
Internet research, location-based research (survey distribution service based on geospatial information)

**Qualitative research**  
Group and one-on-one interviews, remote interviews

**Non-verbal research**  
Eye tracking research, evaluation of ad creative content using expression analysis, neuro-research

**Offline research**  
Postal survey, mystery shopping, in-store observational survey, central location tests (CLT), in-store interviews, door-to-door interviews

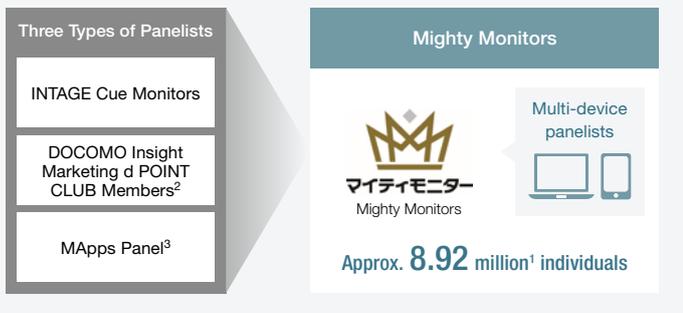
The industry's largest online access panel comprising some 8.92 million<sup>1</sup> individuals

### "Mighty Monitors"

- We can flexibly handle requests, from simple surveys to highly challenging research requiring detailed design.
- Panelists are classified by information screened for attributes and specific themes, enabling precise and efficient panelist selection.
- Mobile interviews by chat or video calls that take advantage of the unique characteristics of smartphones are also possible.

#### Cue Monitor Official Character "Cuemot"

Conceived to raise awareness of our Cue Monitor system, Cuemot is cast as a "hotshot producer" that appears across a wide range of events and media.



1. As of April 2018
2. Members of NTT DOCOMO's d POINT CLUB who have consented to participate in surveys conducted by DOCOMO Insight Marketing as part of d POINT CLUB Surveys tendered by NTT DOCOMO, INC.
3. MApps Panel is a service provided by Marketing Applications Inc.

## Communications Field

Today, with the spread of social media and the use of multiple devices, new approaches to diversifying consumer purchasing behavior are required. The INTAGE Group's panel research data provide a visual representation of the customer journey,<sup>4</sup> and help to measure the effectiveness of clients' communication strategies.

### i-SSP INTAGE Single Source Panel

The i-SSP collects data from the same person (single source data) on his or her exposure to advertisements and interaction with media such as television, computers and mobile devices, as well as purchasing data from the SCI. It is Japan's largest cross-media single source panel.

#### What the data reveal

- The actual media exposure of target segments and the true face of the audience
- How to efficiently reach the target of the ad campaign
- Whether the ad campaign strategy led to purchases or a better image

#### i-SSP Service Overview



4. The behavioral, thought and emotional processes that customers go through, from discovering a product or service through to making a purchase.