

Innovative DNA

History of Panel Research

Feature

**P** **A** **N** **E** **L**  
Research

Accurately capture market moves and provide reliable benchmarks

Starting from the Company's first day, panel research has been a backbone of the INTAGE group. For 60 years we have endeavored to continually transform ourselves so as to be concurrent with the social environment, and have done this primarily by our two core research types, retail panel and consumer panel. The retail panels have evolved from a paper-based inventory research to a POS data-based research, and in the process of that change have become quicker in reporting and have greatly expanded the number of items investigated. The consumer panels have also greatly advanced, from diaries to scanning, and from being a household-based research to one that works at the level of individual consumers. The INTAGE Group's panel data, which mirror the public nature and social nature, have accurately captured markets for many years and have been validated by extended use for marketing by our customers. The INTAGE panel research has have earned high credibility from customers due to its sophisticated design that accurately reflects markets; the consistently-reliable data evaluation know-how behind the research; and the provision of product information that raises the value of data.



Nationwide Drugstore Tracking Research

Pharmaceutical and quasi-drug sales data are collected from approximately 3,200 stores nationwide



Nationwide Individual Consumer Panel Research

Day-to-day nationwide shopping data collected on an ongoing basis from 52,500 male and female consumers aged 15-79

1960 Began as a drug inventory research



1964 Started a "Shopping List Research," a unique consumer panel (4,800 samples)



1993 Introduced a hybrid method which combines POS data and an inventory research

1997 Launched an all-store POS-data research service



Nationwide Retail Tracking Research

Retail store sales data are collected from approximately 4,000 stores nationwide

1982 Expanded samples in the Keihin and Keihan districts (9,856 samples)

1992 Adopted a scanning system as a research method, for consistency with the Japanese Article Number (JAN) Code that became more widely used



1994 Started a nationwide retail store panel research on food products and daily items via POS (1,170 stores)

1997 Launched an "Integrated SRI," by adding specialty stores, such as pet shops and liquor shops (inventory data survey; 2,050 stores)



2005 Adopted portable code scanners, and launched "Personal-Eye" (individual panel research; 5,000 persons)

2010 Launched the "SCI-Personal" (switched from using household panels to using individual panels; 20,000 persons)



2004 Large-scale renewal (3,110 stores; increased the number of stores and started provision of weekly estimates)

2014 Completed online data collection from all stores of specialty shop companies (inventory data survey)

2012 Expanded SCI-Personal samplers to 50,000 persons

2020 and after Full start-up of SRI+ (plan). Significant change in design to respond to an increase in scale of samples and the changing environment and needs

2017 Added individuals in the 70s age bracket as samplers





## Our sophisticated survey design and experience-based insights and technology enable a high level of quality

Sophisticated survey design and estimation logic are indispensable for panel research, which are required to consistently reflect the market. A high level of quality and reliability must also be maintained for validity of marketing data. The INTAGE Group's competitive advantages in panel data can be said to be our adherence to defining reality through reliance on data, and our knowledge and technology for its use we have accumulated through prolonged and strenuous efforts.

In addition to maintaining working conditions to assure collection of required data, we must detect anomalies hidden in the collected data and adjust them. On top of automatically detecting any defect in JAN Code or input mistake, our staff check every day for any anomaly in data, using their experience in working with panel data. As an example, say that a certain product as sold in large amounts at one of the stores in panel research. Even if this data is a fact, our staff must make a judgment as to whether or not the data appropriately reflects the market. If the probability of a similar incident occurrence at other stores is low, the data may be better not to be used in estimation.

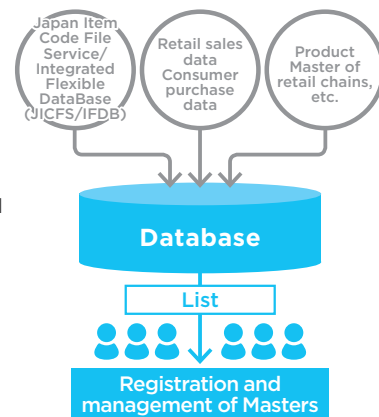
Our mission is to consistently capture market movements and deliver data which support our customers' correct marketing judgment.



## “Product Masters,” a source of value in panel research

“Product Masters” play an important role in providing value to collected data. Product Master is a systemized database of product information, such as JAN Code, conforming to a certain set of rules, for the purpose of data analysis in panel research. It is therefore a source of value for the panel. Diverse features of the product are uniquely defined, encoded as attributes, and registered. The Product Master thereby allows the user to analyze the market from the same angle for each viewpoint, that of the sale and that of the purchase.

Attributes registered in a Product Master are not limited to the JAN Code and the product name. The number of attributes could exceed 30 for one product, based on our unique definition. In order to register these attributes, our staff verify each actual product and refer to multiple information sources, including press releases and brochures, related to it. Further, while the INTAGE Group is a provider of AI services, we have as many as 90 employees dedicated to registration work. This is because of the importance of our judging whether a certain attribute information should be worthy of being added to be analyzed by marketers, and eyes and insights of these experienced staff are critically important.



### Registration of Masters

1,306,000 cases

### Major manufacturers

31,400 companies

### Registered items

330 items

### Number of updated products

month over 24,000  
(as of June, 2019)

