

Hakuhodo develops Ex-point Research: An evaluation method for brand experience projects

Tokyo—December 25, 2006—Hakuhodo's Event & Enterprise Division has developed Ex-point Research, a method for evaluating the contribution to brands made by individual experiential brand projects such as PR events, exhibitions, and public relations facilities.

Corporate brand experience projects take many forms including PR events, sponsored events, exhibitions and showrooms and other facilities. However, until now, there were few options for evaluating such executions other than subjective methods like questionnaires filled in by *sei-katsu-sha** visiting the events and venues. However these projects have effects far beyond those experienced by participants, but until now it has been difficult to gauge the buzz before and after the event, branding effects following the event, and the relationship of these to the events themselves.

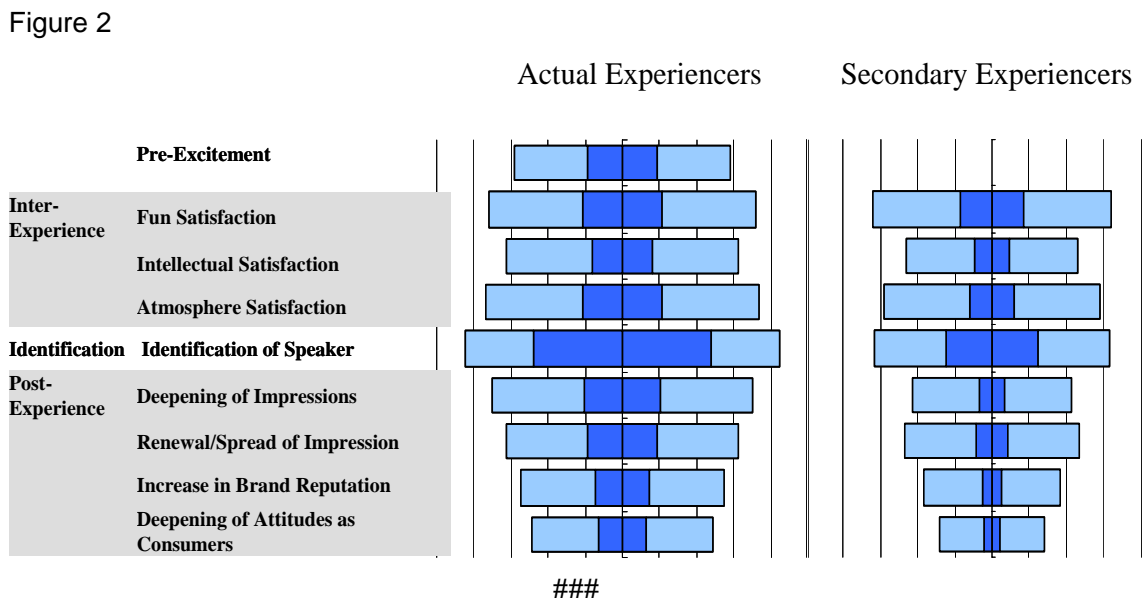
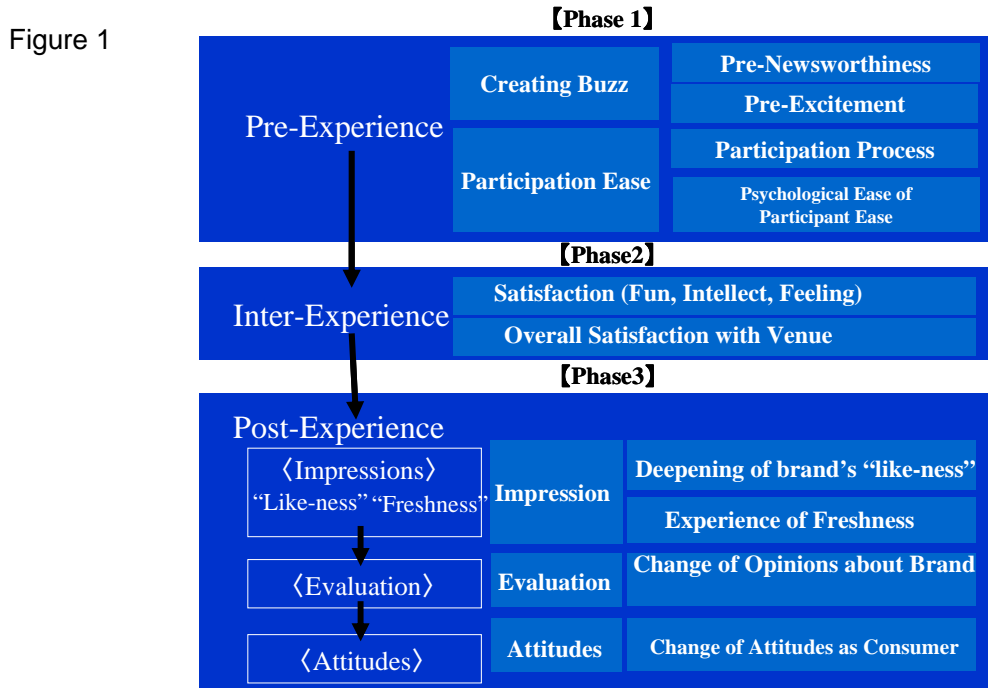
Hakuhodo's Event & Enterprise Division and R&D Division conducted a major survey to measure the *sei-katsu-sha* brand experience of events it produced in 2006 (a total of 37 events involving around 50,000 people). The Division developed Ex-point Research as a method for evaluating the contribution of such brand experience projects to brands based on the results of this study and other previously conducted research.

By dividing brand experience into three time bands—Pre-Experience, Inter-Experience and Post-Experience—the method allows more detailed brand experience evaluation (see figure 1). In addition, *sei-katsu-sha* experiencing the brand are categorized as either actual experiencers (actual visitors to the event venue, etc) or secondary experiencers (those who experienced the project via the media, word-of-mouth, etc), in order to accurately measure ripple effects the events had in numerical term. (see figure 2).

In this way, Ex-point Research makes it possible to quantitatively compare the effects of different events, etc. and determine their degree of success. The data also helps discover possible problem areas that can be avoided the next time, while also enabling proposals that optimize the experience and effects of experiential activities.

* *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumer's lives.

Hakuhodo will leverage Ex-point Research in all work conducted by the Event & Enterprise Division to maximize the contribution to client branding made by the events and other activities it arranges.



Contact:
 Corporate Public Relations Division
 Ushio Hirasawa: USHIO.HIRASAWA@hakuhodo.co.jp
 Mariko Fujimoto: MARIKO.FUJIMOTO@hakuhodo.co.jp
 Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. (www.hakuhodo.jp) is the second largest advertising company in Japan, and the tenth largest core agency in the world according to *Advertising Age's* agency report 2006. Today, innovation and creativity are still at the heart of its operations. Hakuhodo shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhodo pioneered in advertising. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo has 64 offices in 16 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhodo is one of three advertising agencies under the umbrella of Hakuhodo DY Holdings Inc. (TSE: 2433) (<http://www.hakuhodody-holdings.co.jp/english/index.html>) a holding company which was established in 2003 through the management integration of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuhodo DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.