

A suite of solutions exploiting brain science and psychology to
bridge the right & left brains

Hakuhodo develops Brain Bridge Program

Begins offering phase 1: Hakuhodo Response Latency Research

Tokyo—June 14, 2007—Hakuhodo has commenced development of **Brain Bridge Program**, a suite of research and workshopping solutions leveraging theories and hypotheses from brain science, cognitive science, psychology and sociology to effectively bring both the left and right brains into play in marketing and branding.

Hakuhodo Response Latency Research, the agency's first Brain Bridge Program offering, is a corporate image evaluation package that uses methods from the psychology and brain science to tease out differences in image evaluations that can be hard to find with conventional questionnaire-based research.

Interest in the human brain has been growing in recent years in various disciplines. In business, there is a burgeoning shift away from purely logical, left-brain-centric thinking toward the idea of stimulating thought processes by also incorporating more sensory, intuitive aspects. Working in an industry that bridges the creative and business worlds, Hakuhodo has long, though unconsciously, been utilizing both sides of the brain. Brain Bridge Program leverages that knowledge, melding it with the latest brain science, cognitive science and psychology theories in a new business solution menu and workshop.

The program's first offering, Hakuhodo Response Latency, aims to convert intuitive decisions (right brain responses) into digital data (measured with the left brain). With traditional questionnaire surveys into corporate image, product design and similar image evaluations, results can often be inconclusive or fail to identify reasons for particular choices, making it difficult for companies to make final decisions on which ideas to adopt. Until now there has been no way to express "just because" responses numerically: were such choices made intuitively, or as a result of a conflicted choice between possibilities that seemed pretty much the same.

Hakuhodo Response Latency Research incorporates a technique from psychology into the surveying process in order to measure and statistically compare the time respondents need to make a decision, so allowing the quantitative measurement of respondents' subconscious feelings. The surveys involve computers equipped with special software to measure response speed and process time-to-response data statistically for further analysis. This makes it possible to determine whether such things as logos and creative expression have a strong, immediate impact on *sei-katsu-sha*¹.

In psychology, research has already proven links between the lapse of time between presentation of a question and selection of an answer and the degree of respondent confidence and conviction. Brain Bridge Program applies this knowledge to the business field of marketing and planning. With this method, it is now possible to qualitatively understand perceptions of product design, brand symbol design and other sensory factors, contributing to the development of more effective brand strategies.

The package will be offered by Hakuhodo's specialist branding strategy team, Brand Design, in collaboration with the agency's R&D Division and specialist units in the fields of brain science and psychology as required. Surveying will be handled by Interscope Inc., which owns the surveying software necessary for response latency surveys, and with which Hakuhodo has established an alliance to implement and manage the survey's major operations.

Hakuhodo will progressively develop Brain Bridge Program into a total business solution for clients. Additional components currently under development include a qualitative hypothesis generation technique leveraging ZMET (Zaltman Metaphor Elicitation Technique) and a collaborative program based on special workshops.

About Hakuhodo Response Latency Research

Example applications

(1) Use in branding in general

Useful in various branding phases including brand status analysis, execution and evaluation.



¹ *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.

(2) Stand-alone use

a) Corporate image confidence evaluation

Research method: Show the company name and question respondents on its familiarity and other image benchmarks set by the company. Celebrities and other subjects that permit sensory image evaluations can also be analyzed.

b) New corporate logo design evaluation

Research method: Show the newly developed logo design and question respondents on elements of brand personality (e.g. refined, lively, etc.) determined when the brand was designed. Besides logo design, other applications include evaluating product package design etc.

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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. (www.hakuhold.jp) is the second largest advertising company in Japan, and the ninth largest core agency in the world according to *Advertising Age's* agency report 2007. Today, innovation and creativity are still at the heart of its operations. Hakuhold 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 Hakuhold pioneered in advertising. Through its global network, Hakuhold provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhold has 64 offices in 16 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuhold'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. Hakuhold introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

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