

## Hakuhodo introduces leading-edge blog analysis service Topic Finder

Tokyo—August 31, 2007—Hakuhodo has launched Topic Finder, a cutting-edge analysis service that traces and reports changes in corporate and brand buzz and reputation in postings on blogs and other consumer generated media (CGM).

There has been a recent explosion in the use of blogs, social networking services (SNS) and other consumer generated media in line with the popularization of the internet and spread of broadband. (Ministry of Internal Affairs and Communications data indicates that as of March 31, 2006, around 8.68 million Japanese had used a blog and 7.16 million a SNS). Now that word of mouth and other consumer-initiated information appearing on the Internet can have an impact on corporate brand reputation as well as product sales, advertisers are keen to acquire up-to-the-minute pictures of the CGM buzz surrounding their products and services, and to use this information in advertising promotions and product plan marketing.

With Hakuhodo's leading-edge Topic Finder CGM analysis service, advanced data cleansing allows the capture of search terms from the target field only, disregarding the same terms from other fields, something that was previously problematic. Topic Finder's sophisticated Japanese language analysis functions also allow the searching, evaluation and further assessment of text data depending on its positivity or negativity from contextual clues, without resorting to the use of key words. While there have been other CGM data analysis services, many had limited functionality, simply measuring the frequency of company and brand mentions. Topic Finder solves this problem with traditional CGM analysis services, permitting the search analysis and evaluation of CGM with a higher degree of precision.

The introduction of Topic Finder puts Hakuhodo a step ahead in its drive to plan and propose advertising promotions and support the marketing activities of advertisers in an age when *sei-katsu-sha*\* freely spread and share knowledge and opinions with each other.

## **Features of Topic Finder CGM information analysis service**

- 1) Wide-ranging crawling  
Permits search coverage of a wider range of consumer generated media on the Internet
- 2) Precision text data cleansing  
Eliminates irrelevant results from non-target fields, even those containing the same analysis terms, while also capturing results from other fields when judged relevant, allowing highly accurate filtering of articles and text data
- 3) Semantic context not keyword analysis  
Sophisticated Japanese language analysis that looks not only at keyword frequency but also extracts phrases that elucidate semantic context for analysis and more detailed positivity/negativity rating
- 4) High quality, cost effective reporting  
Advertisers can view the latest findings of analysis of their CGM corporate and brand reputations from their web browsers, and receive accurate reports from the unique marketing perspectives of an advertising agency

## **Outline of Topic Finder CGM analysis service**

- 1) Topic Finder Basic  
Information analysis service based on technology developed by the Okamura Laboratory of Tokyo Institute of Technology
- 2) Topic Finder Special  
Utilizes Central Research Lab Data Mining Center developed TopicAnalyzer technology. Offers more sophisticated Japanese language analysis functions than the Basic version, enabling more detailed and accurate information analysis

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

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#### ■ About Hakuodo Inc.

Founded in 1895, Hakuodo Inc. ([www.hakuodo.jp](http://www.hakuodo.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. Hakuodo 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 Hakuodo pioneered in advertising. Through its global network, Hakuodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuodo has 67 offices in 18 countries/regions, and approximately 5,000 employees.

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

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