

Hakuhodo to boost data measurements of *sei-katsu-sha* in-store shopping behavior: Launch of the Shopper Cascade™ Model, Hakuhodo's unique planning tool that integrates and analyzes measurement data with big data to activate shopping behavior

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Hakuhodo Inc. (Head office: Minato-ku, Tokyo, President & CEO: Hirokazu Toda) is seeking to reinforce its capture of *sei-katsu-sha* in-store shopping behavior data. By integrating and analyzing these captured data with big data and using the results in planning, Hakuhodo will be able to propose action plans that activate purchasing behavior.

Previously, clients could identify shopper attributes and purchased products through web browsing and other online behavior and with ID-associated POS analyses. It was not possible, however, to fully clarify the product assessment process by shoppers in real-world shopping behavior in stores and elsewhere. But with the recent proliferation of smartphones and evolution of technology, visualizing behavior in real-world locations, as well as online, has become possible.

Hakuhodo is leveraging various technologies to reinforce the capture of real-world shopping behavior data. In particular, new technologies are powering two approaches — visualizing unconscious behavior and capturing behavior with actual data — that had been impossible with conventional survey methodologies. Hakuhodo will also integrate and analyze these data with such big data sets as ad and promotion budgets, sales data, and *sei-katsu-sha* data and plan actions leading to expanded sales and profits for both manufacturers and retailers. Hakuhodo is formulating this series of techniques under the name Shopper Cascade™ Model, Hakuhodo's unique planning technique.

The use of this unique planning technique will broaden the capture of *sei-katsu-sha* shopping behavior to before, during, and after store visits, allowing for finer-tuned analyses and action reviews. For instance, in planning an in-store brand promotion aimed at latent targets, this technique can clarify the products shoppers picked up but didn't purchase and analyze the factors behind this shopping behavior. Hakuhodo's Data Driven Media Marketing Business Division and Shopper & Retail Marketing Division are working together on this initiative.

As a precursor to the formulation of the Shopper Cascade™ Model, Hakuodo has started providing a survey program to determine unconscious brand images held by *sei-katsu-sha*. This program involves an intuitive selection test that reproduces encounters with products in stores. Making use of knowledge from psychology, the expected images and sentiments toward brands and products are measured using reaction times to combinations of specific words and images.

Looking forward, Hakuodo plans to gradually enhance its suite of solutions comprising the Shopper Cascade™ Model.