

BRAND × Research and Consulting

Through research and analysis, we identify brand challenges and latent assets using a data-driven approach.
A comprehensive, end-to-end service package that incorporates analysis results into strategies and verifies its effectiveness.

Data-Driven

Brand Research

Consulting

Before: “Hunch-based” advertising / Inability to visualize results / Lack of understanding of the company’s strengths and weaknesses
After: Identify strengths through research, implement tie-ups based on those insights, and verify results

Move beyond “guesswork” initiatives to build “strategic” brand equity and expand your customer based on data.

Service Details (Implementation Flow)

01

Preliminary Research

Assess your brand’s current standing.
Using data, we determine whether your brand suffers from “insufficient awareness” or “lack of association or recall” within your target market.

02

1 Video Ad + 1 Sponsored Article

Based on data-driven insights derived from research and analysis, Nikkei BP will handle the end-to-end creation and distribution of video ad and advertorial content.

03

Post-campaign Survey

We quantitatively verified the effectiveness of this project’s initiatives by comparing them with the results of the preliminary survey. This also served as a basis for our next steps.

Package Price

12 million yen (excluding tax)

What’s Included in the Package

Preliminary Survey + 1 Video + 1 Sponsored Article + Post-campaign Survey

Additional Notes

Based on member demographic and behavioral data from Nikkei BP Media, we can conduct surveys targeting the appropriate users.
The survey includes everything from questionnaire design to analysis, reporting, and a debriefing session.

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Service Details (Implementation Flow)

01

Preliminary Research

Assess the brand’s current standing.
Using data, we identify whether the brand suffers from “insufficient awareness” or “low recall” in the target market.

02

3 Sponsored Articles



Based on insights gained from the research and analysis, we published sponsored articles in Nikkei BP’s specialized media outlet (Nikkei Business).

03

Post-campaign Survey

We quantitatively verified the effectiveness of this project’s initiatives by comparing them with the results of the preliminary survey. This also served as a basis for our next steps.

Package Price

15 million yen (excluding tax)

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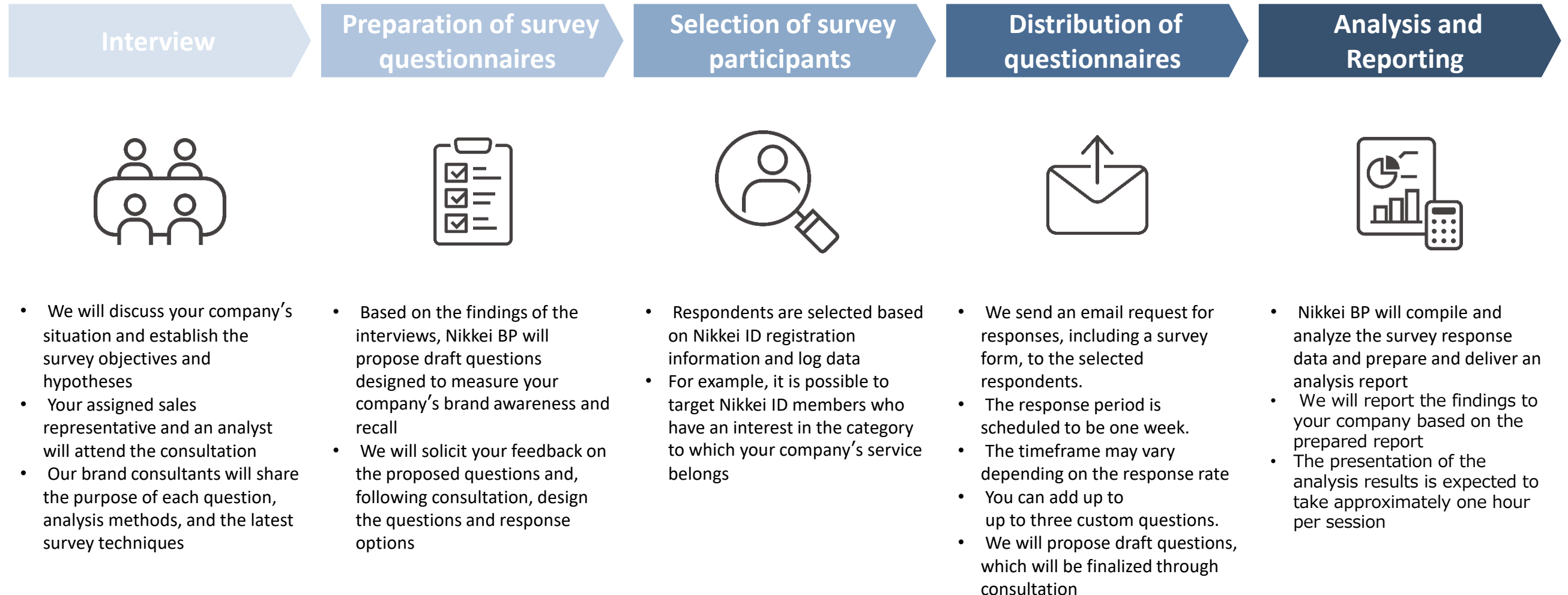
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The survey includes everything from questionnaire design to analysis, reporting, and a debriefing session

Overview of the “Brand Awareness and Recall Survey”

The survey is designed to focus exclusively on the questions most critical for measuring brand awareness and recall. As a result, we can conduct high-quality research quickly while keeping costs and man-hours to a minimum.



Excerpts from the “Brand Awareness and Recall Survey”

We identify your company’s challenges by dividing the process into two stages: “Brand Name Awareness” and “Associations Linked to the Brand Name.”

Through analysis, we identify the key points that should be emphasized in TU advertising, and the survey is designed to allow for post-campaign verification of the effectiveness of these measures.

分析結果 | 想起 (スコア×ブランドイメージ)

Sample

意向度の回答をもとに「意向度スコア」を作成し、回答者率も踏まえてブランドイメージをプロット。
潜在的強みに位置している「グローバル」「サポート」が、貴社で伸ばしていくべきブランド要素と判断。

ブランド要素 (選択肢)	略語	回答者率	Score平均
先進的である	先進性	13%	7
製品・サービスが優れている	優位性	13%	7
信頼できる	信頼性	21%	9
技術力がある	技術力	16%	7
独自の得意分野・技術領域をもつ	独自領域	6%	5
グローバル展開している	グローバル	7%	7
業務のデジタル化推進に強みを持つ	DX推進力	24%	4
サポートやアフターサービスが優れている	サポート	11%	9
企業情報や技術情報の公開・発信に対して積極的である	PR力	6%	3

※「回答者率」は、認知に関する設問で貴社を認知できていた回答者を母数として、ブランド要素の各選択肢を選んだ人の割合です。

※Scoreは、ご利用意向の設問に対する回答から、下記スコアを施して平均化した数値です。

- ・現在契約しており、今後も継続して利用したい [10]
- ・現在契約しているが、今後は解約・他社への乗り換えを検討している [3]
- ・過去に契約していたことがあり、今後また利用してみたい (再契約したい) [8]
- ・過去に契約していたことがあり、今後は利用するつもりはない [0]
- ・これまで契約したことはないが、今後は利用してみたい [5]
- ・これまで契約したことはなく、今後も利用するつもりはない [0]
- ・〇〇 (自社サービス・ブランド名) を知らない [0]

※右図の線は、各xy軸の平均値をあらわした基準線です。

q. 〇〇 (貴社名/サービス名) のイメージについて、以下の要素でもっともあなたの意見に合うものを選択してください。

日経BP

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分析結果 | CEPs想起 (結果集計+リフト値)

Sample

CEPsにおける貴社とのリンクでは、CEPs④の「〇〇〇〇」で相対的に高い結びつきがみられた。
CEPs⑤の「■■■■」についても、リフト値に若干のプラスを確認。

企業名	Link率 (助成想起)					リフト値				
	CEPs①	CEPs②	CEPs③	CEPs④	CEPs⑤	CEPs①	CEPs②	CEPs③	CEPs④	CEPs⑤
Aテクノロジー株式会社	58.2%	32.1%	51.4%	15.3%	24.6%	1.0	0.7	0.9	-0.2	0.5
Bシステムズ株式会社	34.0%	18.5%	15.2%	7.1%	10.4%	0.2	-0.2	-0.5	-0.6	-0.3
Cソリューションズ株式会社	21.3%	12.0%	25.8%	40.2%	13.5%	-0.2	-0.3	-0.1	1.0	0.1
Dコーポレーション	10.5%	15.1%	17.0%	3.5%	7.2%	-0.6	-0.2	-0.4	-0.8	-0.6
Eネットワークス株式会社	43.8%	42.1%	33.5%	8.0%	29.3%	0.6	1.3	0.3	-0.5	0.9
Fパートナーズ株式会社	19.5%	6.2%	8.3%	4.1%	13.8%	-0.3	-0.6	-0.7	-0.8	-0.2
Gインダストリー株式会社	14.8%	8.9%	30.1%	23.8%	11.5%	-0.5	-0.5	0.1	0.2	-0.3
Hアドバンスド株式会社	12.1%	6.5%	27.2%	55.4%	7.1%	-0.6	-0.6	0.0	1.8	-0.5
Iグローバル株式会社	37.1%	21.3%	40.5%	19.9%	18.1%	0.3	0.1	0.4	0.0	0.2

各Link率を相対評価
(各値 ÷ 各CEPsの平均値)
※0.4 = (0.0396 / AVE) - 1

「Iグローバル株式会社は、他8社に比べてCEPs①のLinkが強い。」
と言える。
= 期待値からのギャップ

POINT

Q7-11. 「〇〇」と聞いて、思い浮かんだ会社を選んでください。(複数選択)

日経BP

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Known among segments with low general awareness but high purchase intent

Identify brand associations based on data and use them as **the core message for Tie-in advertising.**

We identify brand perspectives where your company holds a competitive advantage over rivals.

By comparing aggregated data before and after the campaign, we can **verify the effectiveness of the measures.**

Your company’s brand awareness and recall compared to competitors also impact sales.
We’ll help you understand your company’s current standing in the target market and identify the position you should aim for, using common metrics agreed upon by all stakeholders.

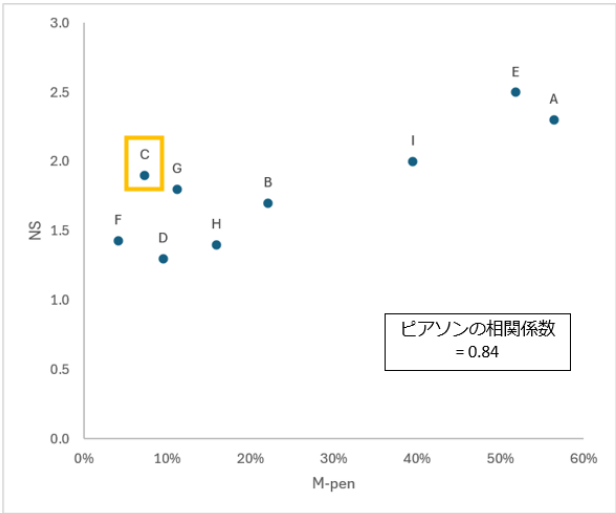
分析結果 | メンタルアベイラビリティ指標

Sample

M-penは売上指標と相関し、大規模ブランドほどM-penとNSはともに高くなる傾向がある。
貴社の現在地を把握したため、タイアップ施策により認知を上げ、リフトを目指したい。

企業名	M-pen	NS
Aテクノロジー株式会社	56.4%	2.3
Bシステムズ株式会社	22.1%	1.7
Cソリューションズ株式会社	7.3%	1.9
Dコーポレーション	9.5%	1.3
Eネットワークス株式会社	51.8%	2.5
Fパートナーズ株式会社	4.1%	1.4
Gインダストリー株式会社	11.2%	1.8
Hアドバンスド株式会社	15.9%	1.4
Iグローバル株式会社	39.5%	2.0

M-penとNSは、専門機関であるアレンバーク・パス研究所が提唱するブランド指標。
◎M-pen（メンタルペネトレーション）
全回答者全に対して、当該ブランドに少なくとも1つのCEPsリンクを持つ人の割合。
◎NS（ネットワークサイズ）
当該ブランドにM-penを持つ人が、ブランドと結び付けたCEPsの平均値。



Q7-11. 「〇〇」と聞いて、思い浮かんだ会社を選んでください。（複数選択）

Purpose of the Analysis

- Your company’s overall awareness and recall compared to competitors
- Examine the correlation between the Mental Availability Index (Brand Index) and sales

Analysis Details

- Among all respondents, the percentage of those who have at least one CEPs link to the brand in question at least one CEPs link to the brand
- The average CEPs score of individuals who have an M-pen for the brand CEPs associated with the brand