

Communications Update: 04/11/11

## Leveraging Digital Marketing Strategies in Japan

### JMRN Prepares Powerful Multi-Client Study of Evolving E/M-Commerce Environment

Japan is the hottest consumer lab in the world for consumer connectivity. Despite the brutal recession of recent years, Japanese online sales are thriving, having increased by 17% annually since 2005. By 2015, Japan's online retail market is projected to grow as large as US\$ 70 billion.

However, the contours of Japan's online universe are not like any other in the world. Today, in addition to rapid sales growth, consumers' online social and commercial behavior has evolved as much as the devices and applications they use.

Online social interaction and consumer-generated content (CGC) such as social networks and blogs play an increasingly important role in how consumers evaluate, purchase, and share opinions about products and services. As a result, many companies actively incorporate digital-based marketing strategies for communicating with, motivating and selling to customers.

In order to provide inspiration to foreign companies in developing their digital marketing strategies, JMRN is partnering with quantitative research specialists Carter Associates to produce a powerful multi-client study addressing Japan's evolving Internet space. This study will allow each client to request customized themes relevant to their industry, as well as covering the following core areas:

- 1) The current e-/m-commerce environment and the opportunities it presents;
- 2) Insights into changing consumer behavior and emerging consumption trends; and
- 3) Strategic marketing options for leveraging individual subscriber e-/m-commerce offerings.

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Scheduled for Summer 2011, and designed to help subscribers optimize their digital marketing strategies, this three-phase secondary, qualitative and quantitative study will allow subscribers to take advantage of this powerful research in a cost-effective manner.

To receive a comprehensive outline of this study or further information regarding JMRN's research services and strategy consulting, please contact Dave Perry, Project Coordinator – [dperry@jmrn.com](mailto:dperry@jmrn.com), tel: 03-5464-1990.

***Providing actionable consumer insights and market analysis since 1989, JMRN is Japan's leading independent full-service marketing research and strategy consultancy.***