

May 17, 2024

To the Members of the Press

Sawada Design Office Inc. and Daiko Vietnam to Launch First-Ever Initiatives in Understanding Customers through Area Data

Sawada Design Office Inc. (President: Yoshiro Sawada, from hereon Sawada Design Office Inc.) with a core business in data management and DAIKO VIETNAM CO.,LTD. (Main Office: Ho Chi Minh, President: Masato Shimura, from hereon “Daiko Vietnam”) based in Vietnam, a group company of Daiko Advertising Inc. (President: Yasuo Izumi, Main Office: Minato-ku, Tokyo, from hereon “Daiko”), in a joint effort, have launched first-time initiatives in Vietnam that leverage area data and user behavioral data that allow for easier and effective area marketing.



■ Background

In Vietnam, area-exclusive promotion, along with promotion in physical locations, have conventionally been centered around offline activations, which made gathering of data regarding store visits as well as qualitative/quantitative data difficult. To address this situation, Sawada Design Office Inc., who owns patents※1 in area marketing in Japan, will leverage its insight around data analysis and join forces with Daiko Vietnam to support businesses operating physical stores in Vietnam, based on the concept of “understanding customers through visualization of user behavior.”

■ Overview of Initiatives

Specifically, for promotions, users will be approached via smart phones using location information while store visitation data will be captured with “AIBeacon”, a patented solution in Japan developed by AdInte who provides extensive support to retail media. This will allow for visualization of various data at individual stores including number of visitors, dwell time, and repeat rate, which will help to visualize user behavior data that had not been possible until now.

Furthermore, values of store customers will be visualized to deepen customer understanding and linked with online behaviors comprised mainly of analytics data gathered from corporate websites while also conducting impact analysis of promotions based on area attributes.

<For inquiries regarding the above>

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<Case Examples>

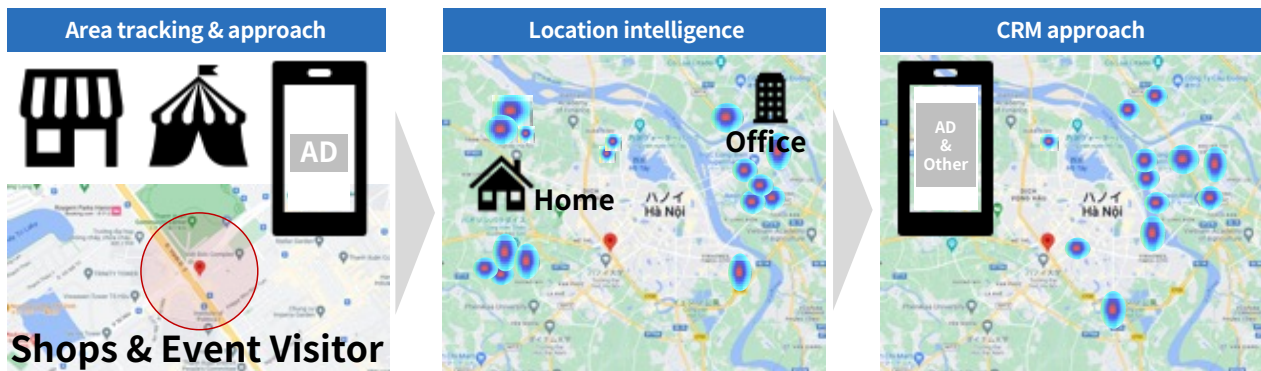
●Offline x online approach capturing event participants

Capture data of event visitors to enable continuous contact with event participants. Additionally, understand behavioral data to pin down the presumed area where the visitor lives without having to capture their personal information and leverage this information when designing promotions.

●PDCA for store visits, event participation

Leads to PDCA for physical behavior such as whether participation in an event that included brand experience led to visits to nearby stores, whether event visitors became new customers, or whether events helped activate existing customers (including repeat visitors.)

※Image)



<Goals of the initiative: Create brand experiences for potential customers, enable CRM for existing users>

CRM (Customer Relationship Management) is generally thought of as being solely dependent on existing customer data including personal information. However, just like users that visit corporate websites, the goal is to address those who have come to experience new products at an event as well as store visitors, including those coming for just a preview, and initiating long-tail CRM activities that cross between online/offline in a more “casual” CRM that perceives these visitors as “potential customers” so that companies can gain a more holistic view of consumers who may take interest in the company and ultimately support sustained business activation of the client business.

Company Name: Sawada Design Office Inc.

Website: <https://www.sawada-sekkei.co.jp/>

Address: 2-2-7 Nakanoshima, Kita-ku, Osaka-shi, Osaka

Established: 2018

Representative: Yoshiro Sawada

※1: Patent No. 2019-105884 (P2019-105884A)

<About Daiko>

Company Name: Daiko Advertising Inc.

Website: <https://www.daiko.co.jp/>

Address: 2-2-7, Nakanoshima, Kita-ku, Osaka-shi

Established: 1944

Representative/President: Yasuo Izumi

<About Daiko Vietnam>

Company Name: DAIKO VIETNAM CO.,LTD.

Website: <https://daikovietnam.vn/>

Address: Floor 5, Itower Building, No. 49, Pham Ngoc Thach Street, Vo Thi Sau Ward, District 3, Ho Chi Minh City, Vietnam

Established: 2006

Representative/President: Masato Shimura

<About AdInte>

Company Name: AdInte Co., Ltd.

Website: <https://adinte.co.jp/>

Address: CUBE Nishi-Karasumaru 7F, 347-1 Shinmachi-dori Shijo Sagaru Shijocho, Shimogyo-ku, Kyoto-shi, Kyoto

Established: 2009

Representative/President: Shinji Sogo
