

2007 Hit Products in Japan

- Hit Products for 2007 and Consumer Trends in 2008 -

Consumers' No. 1 Choice of Topical, Attention-Grabbing Products of 2007 Was Touch Pen Portable Games, Followed by Innovative Remote-Controlled TV Games.

The Key Phrase for 2007 Was

“Fun Topic-Resonant Consumption—The Fun Topic as a Means of Connecting and Letting Loose.”

2007 Hit Products Top 10 List

1. Touch pen portable games (5)
2. Innovative remote-controlled TV games (44)
3. *Billy's BootCamp™* (-)
4. Digital cameras (-)
5. Widescreen flat-panel televisions (2)
6. 1-SEG compatible mobile phones (10)
7. Japanese movies (24)
8. Cup soups (-)
9. Electronic money (21)
10. Eco goods (64)

Runners-up:

11. “*Sen-no-Kaze-ni-Natte*” (“A Thousand Winds”) (-)
12. Family discount services (-)
13. Video-sharing sites (50)
14. SNS (social networking services) (17)
15. Black oolong tea (-)
16. Digital SLR cameras (-)
17. Products from Miyazaki Prefecture (-)
18. Canned *oden* and *ramen* (-)
19. Major League Baseball (-)
20. Slim-bodied mobile phones (40)

Top 10 Hit Products with Men and Women

Men's ratings

1. Touch pen portable games
2. Innovative remote-controlled TV games
3. Widescreen flat-panel televisions
4. Digital cameras
5. 1-SEG compatible mobile phones
6. Video-sharing sites
7. *Billy's BootCamp™*
8. Electronic money
9. Major League Baseball
10. Digital SLR cameras

Women's ratings

1. Touch pen portable games
2. *Billy's BootCamp™*
3. Innovative remote-controlled TV games
4. Cup soups
5. Digital cameras
6. Eco goods
7. Japanese movies
8. Widescreen flat-panel televisions
9. "*Sen-no-Kaze-ni-Natte*" ("A Thousand Winds")
10. Leggings

Note: Results for the above ratings are from a survey of 500 men and 500 women.

Top 3 Hit Products in Each Survey Category

Recognition	<ol style="list-style-type: none"> 1. Family discount services 2. Cup soups 3. Digital cameras
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Have/had interest	<ol style="list-style-type: none"> 1. Digital cameras 2. Touch pen portable games 3. Widescreen flat-panel televisions
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Is/was popular	<ol style="list-style-type: none"> 1. <i>Billy's BootCamp™</i> 2. Touch pen portable games 3. "<i>Sen-no-Kaze-ni-Natte</i>" ("A Thousand Winds")
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Note: The above products were chosen from approximately 150 popular items included in an Internet survey. The total scores in three categories — “recognition,” “have/had interest” and “is/was popular” — were calculated to determine the top products of 2007. The figures in parentheses are last year’s rankings.

Dentsu “Hit Product Recognition Survey” Overview

Survey period:	November 2-4, 2007
Survey subjects:	Men and women nationwide aged over 15
Sample size:	1,000 (responses received)
Survey type:	Closed Internet study
Subject selection:	Subjects were randomly selected from a list of registered monitors.

—The Key Phrase for Consumption in 2007-2008 —
**“Fun Topic-Resonant Consumption—The Fun Topic as a Means of Connecting
and Letting Loose”**

In 2006, Dentsu’s Center for Consumer Studies (CCS) used the key phrase “Consumption 2.0—Everyone Gets into the Act; Everyone Plays a Leading Role” to describe consumption trends. The report focused on a new era of “participatory consumption” we have entered in which consumers create or increase value, not only through purchasing but also through involvement in the process of interpersonal information-sharing and transmission.

In 2007, consumers have raised the degree of their participation further. As the mutual “bonds” among consumers have expanded and deepened, an exciting “letting loose” phenomenon has emerged here and there. There seems to be a mechanism at work behind this phenomenon that makes products and services that provide topics for conversation resonate with consumers. In fact, hit products that involve high levels of excitement stimulated by fun topics are remarkably evident among the top 20 products listed at the beginning of this report.

Although faced with such twists and turns in the social environment as changes in the government leadership and the national pension plan issue, people have continued to enjoy their lives as consumers by “connecting and letting loose with each other, with fun topics as a bonding medium.” CCS refers to this 2007-2008 consumption trend as “Fun Topic-Resonant Consumption—The Fun Topic as a Means of Connecting and Letting Loose.”

“Fun Topic-Resonant Consumption” and the Five Main Contributing Factors

Today’s consumers are finding more occasions to find pleasure in “connecting” with others in various communities, such as SNS (social networking services). The recovering economy has led to a rebound in confidence among consumers, who seem prepared to let loose and enjoy themselves whenever the opportunity arises.

Fun topics that everyone knows, and with which large numbers of people identify across the boundaries of age, occupation and income, prove highly useful for this purpose. Refusal to be a “KY” (*Kuki-no-yomenai yatsu*, or person who can’t sense the atmosphere) has become a social requirement ensuring that large numbers of people can connect and let loose with each other.

Among these fun topics, a TV personality’s “*Dondake—?*,” which literally means “how much?,” became an in-phrase, suggesting that high-intensity fun topics provide a core source of resonance, which in turn generates major hits in rapid succession.

Five factors conducive of “fun topic-resonance” and some key examples are presented below.

Tricky facts

Products with obvious appeal whose full underlying value becomes apparent only when unexpected information is revealed, like the secret of a magic trick.

-Inclination to be “tricked” into purchasing in a friendly fashion-

- Touch pen portable games
- 1-SEG compatible mobile phones
- Widescreen flat-panel televisions
- Electronic money
- Black oolong tea
- Zero-calorie colas
- Indian-style calculation method
- Health/exercise devices for use while doing something else
- Open kitchen premium-quality donut shops

- Foam cleansers
- Men's chewing gum/Fragrance sprays
- Self-cleaning toilets
- Disappearing-ink ballpoint pens
- Blemish removing cosmetics
- Asymmetrical children's shoes
- Eye-corner accenting cosmetics

“Off-center” cuteness

Products that fall short of perfection, leaving room for banter or excess that bring about and enliven conversations.

-Inclination to view the “marginally off-center as *kawaii* (cute)”-

- *Billy's BootCampTM*
- Canned *oden* and *ramen*
- Self-diagnosis websites
- Large-portion foods
- Resin sandals
- Stress-relieving bubble-sheet popping games
- Salty sweets
- *Nekonabe* (“cat in a pot”)
- Story character coin banks
- Tomato-based alcoholic drinks
- Unique origami books
- Banana cases
- Air guitar toys

Reborn tales

Products that add new elements to well-known contents that touched people's hearts in the past.

-Inclination to be “in the know” with others-

- Cup soups
- Revival foods

- Premium lactobacillus beverages
- Chilled “cup coffee”
- *Gundam*, *EVANGELION* and *Final Fantasy* spin-off contents
- *Toshi Densetsu* (“Urban Legend”)
- Literary works with *manga* covers
- “Casual” Chinese herbal medicines
- Girls’ comic-inspired cosmetics

Virtual humanity

Products in the virtual world that exhibit human warmth due to synchronization with body movements or signs of the presence of other visitors to a site.

-Inclination to “experience companionship”-

- Innovative remote-controlled TV games
- Digital cameras
- Video-sharing sites
- SNS (social networking services)
- 3Di metaverse
- MMORPG (Massively multiplayer online role-playing games)
- Human navigation services
- Mini-blogs
- Android song-singing software

Repenting and restarting

Products that support people who face themselves squarely to refresh themselves or conduct soul-searching.

-Inclination to “start afresh in a positive manner” and “support those who reflect on themselves”-

- Eco goods
- “*Sen-no-Kaze-ni-Natte*” (“A Thousand Winds”)

- Products from Miyazaki Prefecture
- *Oshiri-kajirimushi* (“Bottom-Biting Bug”)
- Mobile phone novels
- “*Flavor of Life*”
- Tokyo Marathon
- *An Inconvenient Truth*
- *Josei-no-Hinkaku* (“Dignity of Women”)
- *Donkanryoku* (“The Power of Insensitivity”)
- *Otariman* comic
- Sporty bicycles
- Rental garden plots
- CSR products
- *Nihonjin-no-Shikitari* (“Customs of the Japanese”)

*As exemplified below by *Billy’s BootCamp™* (ranking No. 3), a representative example of “Fun Topic-Resonant Consumption,” products that became major hits often contained two or more of the five main factors:

- (1) Tricky facts: *Billy’s BootCamp™* involves exercise characterized by athletic rigor but with a good theoretical base.
- (2) Off-center cuteness: Though a (former) commanding officer, Billy is an affable person.
- (3) Transposed tale: Intensive military training is reinvented as a diet program.
- (4) Virtual humanity: Participants exercise with onscreen companions.
- (5) Repenting & restarting: Participants repent the laziness that led to weight gain and take steps to improve themselves with an eye to the future.

2008 Trend Predictions (1)
11 Noteworthy Consumer Profiles That Will Drive
“Fun Topic-Resonant Consumption” in 2008

CCS creates a database of “trend signs” obtained through fixed-point observation. We have selected 11 new consumer profiles from this database that we think are particularly worth following as drivers of the “Fun Topic-Resonant Consumption” in 2008.

(1) Heartfelt daily lifestylists: These consumers create “unusual daily lives” for themselves through their own ingenuity and actions, rather than “purchasing ready-made daily lives.” They want to acquire contentment through more heartfelt appreciation of little everyday occurrences.

➤ Pet phrase: “Make every day a good day.”

(2) Stereotypical gagsters: These consumers connect with each other and let loose through stereotypical fun topics. To maintain their individuality and secure their position in their group, they store up conversation topics others can relate to.

➤ Pet phrase: “I come up with some good ones, don’t I?”

(3) Virtual realists: These consumers present self-introductions on profile sites, give live forecasts of their daily lives on blogs and express themselves through an avatar, or alter ego. The first to belong to 3D virtual Internet communities, they lead lives that alternate between the real and virtual worlds.

➤ Pet phrase: “That guy’s a KY.”

(4) Ethics lovers: These consumers are concerned with “doing the right thing,” such as becoming involved in environmental conservation efforts or support for developing countries.

➤ Pet phrase: “That strikes me as a problem.”

(5) Cool geeks: These consumers deliberately adopt “off-center” positions or “twists.” They are respected as super-cool individuals with extensive knowledge in specialized fields.

➤ Pet phrase: “It may surprise you, but I kind of like animation” (masking an

actual fascination with animation).

(6) Spiritual Queens: These consumers love products infused with an ideology. They aspire to a wholesome, natural lifestyle and show an interest in “trinity-style” marketing that links the mind, body and spirit.

➤ Pet phrase: “Real sophistication is spending on the intangible.”

(7) Handsome women: These tenacious female consumers seek “physical and mental conditioning.” Combining female grace with the fortitude of a handsome man, they meet challenges in love and work daringly.

➤ Pet phrase: “You need to be tough to be tender.”

(8) Leisure learners: These consumers believe that “human curiosity is unlimited, and the more we improve ourselves, the better we become.” They study earnestly and enjoy it fully.

➤ Pet phrase: “I’m not doing this to support myself.”

(9) Whole-sum people: These eco-minded consumers think it best to “use every bit (the ‘whole’) of a product” and “let it return to the earth.”

➤ Pet phrase: “What a waste!”

(10) Spartan parents: These parents, desiring to train their children to “live by their native abilities,” deliberately expose them to moderate dangers so they can regain qualities children today have lost — such as their animal nature, ability to use all five senses and adventurous spirit.

➤ Pet phrase: “No toys mean more creativity.”

(11) Horizontally extended families: These “families” comprise several families in a neighborhood connected by loose, horizontal bonds, unlike the traditional vertical three-generation family related by blood.

➤ Pet phrase: “Let’s join forces and raise our children!”

2008 Trend Predictions (2)
Forecast of Hit Products/Booms for 2008
Magazine Editors' Selections of Products/Services Likely to
Emerge as New Trends in 2008

Products/Services

- Premium products/services for kids and babies
- Electronic personal ID card services (taspo)
- Price-free (“free products with something extra,” or featuring on-demand payment)
- Famous brand combo products
- Niche regional gourmets
- Grade-B gourmets
- Short mobile phone viewing contents
- Next-generation IT standards (LCDs, recording formats, touch-panel operation, smart phones)
- Sports cars (*Mach Go Go Go* live-action film version)
- Driving trip packages (highway tolls + accommodations)

Lifestyles

- “*Femirin*” (feminine but tough): *The Tale of Genji* millennial, *Atsuhime* (“Princess Atsu”), *Kaabee* (“Mom”), and Mother’s Day centennial
- Carbon-Neutral Movement (raising eco-awareness and improving eco-related measures and products during COP3-designated “Action Year”)
- Cosmetic medications

Events

- Beijing 2008 Olympic Games
- Third-World exchanges (centennial of Japanese immigration to Brazil and Japan-Brazil Exchange Year; Burj Dubai skyscraper; Japan-Africa Exchange Year)
- Commemoration of the 20th anniversary of *Heisei* (*Heisei* era retrospective)

* Participating magazines (in alphabetical order):

L25, LEE, LEON, MORE, NIKITA, Nikkei Entertainment!, R25, Shokuraku, smart, Sotokoto, Takarajima, and others

Products/Services Expected to Remain Popular in 2008

On the whole, digital and eco-related products/services scored high on this list, with “mini-vehicles,” “mobile phones for senior citizens and kids” and “biofuels” ranking higher than in the “2007 Hit Products” rankings.

Products expected to remain popular in 2008 and beyond

1. Touch pen portable games	56.1%
2. Widescreen flat-panel televisions	54.2%
3. Electronic money	53.6%
4. Innovative remote-controlled TV games	52.5%
5. 1-SEG compatible mobile phones	51.9%
6. Eco goods	50.4%
7. Video-sharing sites	48.4%
8. Digital cameras	47.8%
9. Cup soups	43.8%
10. SNS (social networking services)	41.5%

*The figures denote the percentage of respondents who answered “will remain popular next year (and beyond)” in the Dentsu “2007 Hit Products” survey discussed above.

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