# DO HOUSE's marketing services

Ver.19.10

## Sales support

**Maker's Point [O2O marketing]**
Without relying on retailers, manufacturers are able to relate with customers.

**Tentame [O2O marketing]**
Store purchase type sampling that consumers purchases products they want to try in stores by themselves.

**Tento TV**
Digital signage TV set up in a store.

**Store Follow Up Service (SFS)**
Observe, purchase and ask about a product as a customer at the store to follow up stores.

## Communication support

**Social Media set up/operation**
Operate communication strategy by utilizing social media.

**Web site set up/operation**
Supports complicated operations to cultivate potential customers to excellent customers.

## Gathering customers

**Kiku Promotion [promotion by asking]**
By asking (taking surveys), remind the merits of products/services. At the same time, promote understanding of it.

## Word-of-mouth communication & sampling

**Kitchen Forum**
Table meeting at home by DO-san network.

**Moratame [MORA]**
By providing products for free, generates the spreading of information.

**Moratame [TAME]**
Sampling in mass numbers.
*Members need to pay.

**Gift Sampling Service (GSS)**
Sampling by word-of-mouth communication.

**Happix**
Thailand's version of Moratame.

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Sales Promotion media to create many "trials"
**Moratame**
www.moratame.net

Shoppers network supports promotion at the store
**Tentame**
www.tentame.net

Sales Promotion media to create many "trials" in Thailand
**Happix**
happix.asia

**Word-of-mouth, CGM (Consumer Generated Media)**

**Sales promotion using viral marketing**

**Consumers**

**Clients**
(Mostly Consumer products goods companies, and Retailers)

- Product development dept. (Brand Manager)
- Research dept.
- Sales and Marketing.
- Advertising dept.

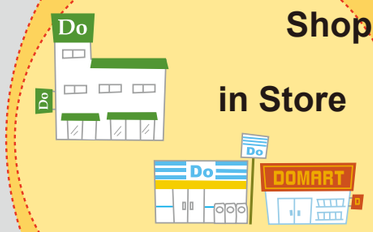
**DO HOUSE**
www.dohouse.co.jp/english/

- Capital: 697 million Yen
- Employees: 118
- Sales: 2.72 billion Yen (fiscal year ended September 2018)

Field marketers' network
**DO-san-net**
do-san.net

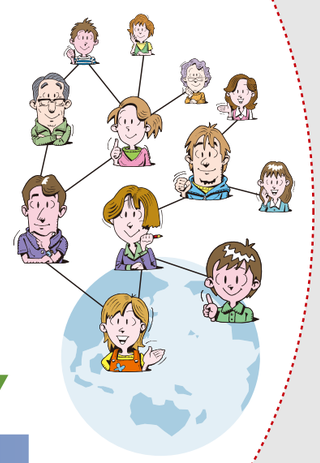
**DO-san's Profile**

- Mainly housewives.
- Trained to collect valuable facts and information for market possibilities.
- Learned the basics of processing qualitative information.
- 140members (around Tokyo)
- Average age 49




**Shoppers**
**in Store** **by Store**

**Retailers**
GMS, SM, CVS, Drugstore, Appliance, DIY store, EC, etc.



**Qualitative information research**

**Hypothesis** **Fact, Positive, Behavior (≠Opinion, Negative, Conscious)** **Fact**

Online research network
**Kikasete-net**
www.kikasete.com

Online research panel with 3million members
**my enquete panel**
www.myenq.com

## Decision

**Interview Room**
Rental interview rooms in cental Tokyo area.

**my enquete**
Internet research service.

**Home Use Test (HUT)**
Product marketing test conducted at consumers homes who exchanged non-discloser agreement.

**Central Location Test (CLT)**
Product marketing test conducted in controlled environments.

**Quantitative research service**
Support marketing by various measures of quantitative analysis.

## Watching

**Group interview/ Depth interview**
Support from recruitment to analysis and reporting.

**Namagoe!**
Qualitative survey service which collect qualitative data quickly.

**Diary method**
Collect qualitative data by recording diarys about user experiences of a product.

**DO-san Disscussion**
Disscussion program with Do-san-net for solving various marketing objects.

**Flyer gathering service**
Provide data of flyers of major chain stores in Japan.

**Store research**
Check conditions in stores, such as shelf allocation, selling price of items and how POPs are displayed.

**In-store purchase behavior research**
Analyze consumer's purchase behavior and psychology in store.

**Mystery shopper**
Mystery shoppers perform specific tasks such as purchasing products, asking questions to the store staff and submits detailed reports.

**Kitchen Group Interview**
Group Interview which takes place at consumer's home.

**Community research**
Conduct research efficiently and deeply in online community.

**Kaitai shinsyo**
Workshop program with Do-san-net for creating new concept or idea.

**POS data service**
Provide POS data of grocery stores monthly, weekly and daily.