

JAPAN MARKET SURVEY

Context :

Omega needs to conduct a survey in order to support strategic decisions with regards to product development of quartz watches.

The *Omega* management wishes to run a study amongst luxury watch buyers at entry price as well as amongst potential buyers to understand the purchase drivers.

In this assignment, I am a company with survey expertise giving recommendations to *Omega* in order to conduct the right survey in Japan.

I - APPROACH

Make the respondent feel comfortable

- Japanese do not usually openly say what they really think.
=> Online survey is preferred vs focus group discussions.
- Japanese have a discreet consumption of luxury goods, they do not share comments regarding their luxury purchase on social media.
=> Anonymous survey, use pseudonyms.
- Japan is in the top 10 of countries with the highest number of mobiles phones users.
=> Mobile optimized survey.
- 99% of the population speaks only Japanese.
=> Survey in Japanese only.

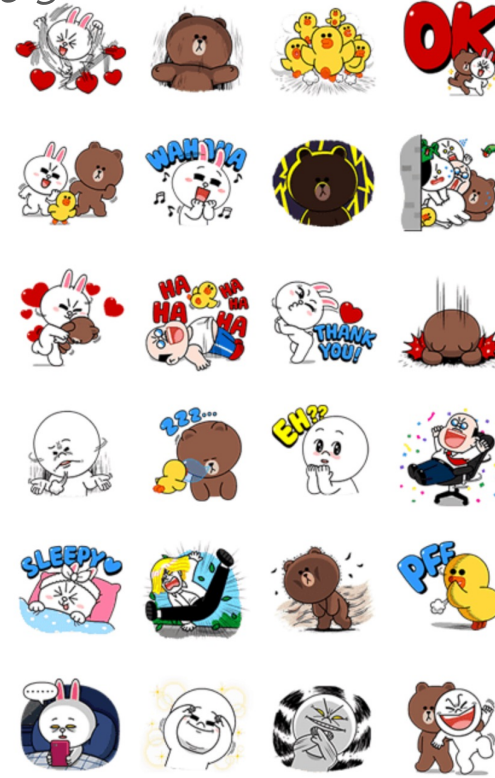


II - DESIGN OF THE SURVEY

This is not a survey, this is a game !

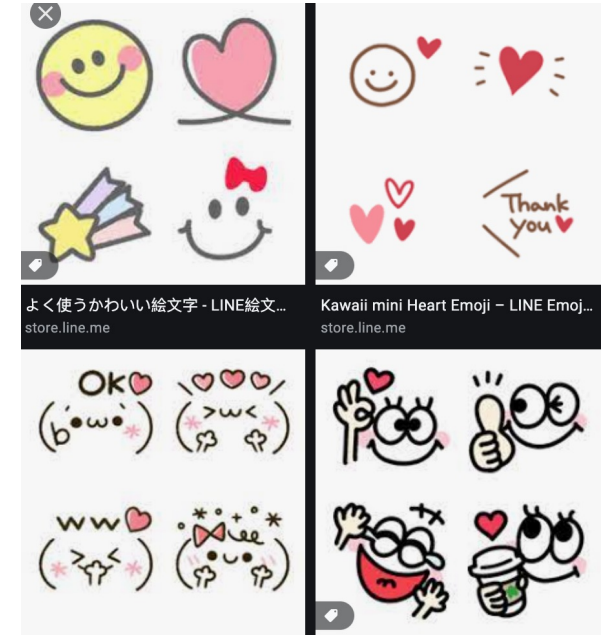
- 50% of Japanese internet users play games on their smartphone.
- Japanese have challenges to express what they feel:
 - ⇒ use of Kaomoji (Japanese emoticon).
 - ⇒ use of stickers, images and pictures.
- In order to avoid drop-out and confusion, questions needs to be straight to the point and very shorts:
 - ⇒ yes/no and multiple choices questions.
- Japanese are very polite, answers in scale questions tend to be more neutral than negative in comparison to other countries:
 - ⇒ ranking order scaling questions with no neutral mid-point.

Example
of design elements



Line stickers

(Line is the number 1 social media in Japan)



Kaomoji



Product pictures

III - CONTENT OF THE GAME

5 minutes game

- Sub-questions will answer the 7 main questions
- By the way, 7 is a lucky number in Japan !

Watch brand purchase driver ?



Quartz and smartwatches Coexistence ?



Sensitivity to the movement ?



Perceived benefit of quartz watches vs smartwatches ?



Luxury and quartz movement association ?



Quartz and smartwatches territories /positioning ?



Trend of unisex watch ?



Example of sub-questions

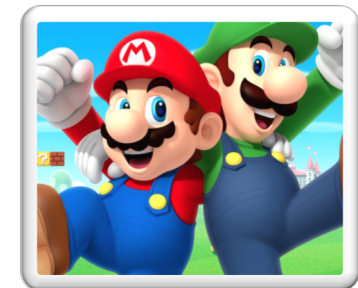
Quartz and smartwatches coexistence



1 - What kind of watch do you wear: traditional or smart watch ?



2 - Associate an image below with the two watches



IV - HOW TO RECRUIT ?

An exclusive and exciting gift

- The respondents will be recruited thanks to an attractive lottery gift: two seats for the opening ceremony of Tokyo Olympic Games.
- The respondent will complete the survey through his mobile or iPad thanks to the QR code (it works like a link driving the respondent to the survey).
- Suggestion to send the QR code to a friend in order to maximize the chance of winning!
- Opportunity to promote indirectly *Omega* which is one of the event sponsor.



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Complete the 5 minutes survey and have a chance to win to the lottery

**Attend the most exclusive event
with your loved one !**



V - WHERE TO RECRUIT ?

Clients already attracted by Omega

- Importance of understanding *Omega* fans first!
- 20 *Omega* boutiques in Japan
- ⇒ **Two *Omega* sales associates per boutique** call or meet 5 existing or new watch clients
- ⇒ Objective: recruit 200 *Omega* clients

- Twitter is very popular in Japan because the Japanese can remain anonymous and convey much more context within the 280 character limit in Japanese than other languages.
- Japanese consumers appreciate when brands ask for their opinion. Disclosing the name of the brand would be a key success factor for the survey
- ⇒ ***Omega* promotes the survey on its Twitter account**
- ⇒ Objective = recruit 10,000 *Omega* followers



V - WHERE TO RECRUIT ?

Luxury/premium product consumers

- Although Japanese use a lot their mobile to look for luxury products, most of luxury consumers still purchase in department stores. Mitsukoshi Ginza is one of the most well-regarded department stores in Japan with high end products.

⇒ **Promotion of the survey on the department store digital wayfinding signage and marketing push from the department store Wi-Fi during 3 weeks**

⇒ Objective = recruit 1,000 potential luxury watch clients


Boutiques	Twitter	Department store
200	10,000	1,000
Total: 11,200 respondents		



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THANK YOU