

Brand Report



Japan | August 2020





This report is a snapshot of **Disney fans in Japan. We take a look at their profile and identify their key music behaviours.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wit da Hoodie
Ava Max
Bruno Mars
Camila Cabello
Cardi B
Charli XCX
Charlie Puth
Dan + Shay
David Guetta
Dua Lipa
Ed Sheeran
Green Day
Halsey

Jason Derulo
Jonas Brothers
Lady Gaga
Lana Del Rey
Led Zeppelin
Lizzo
Miley Cyrus
Pearl Jam
Red Hot Chili Peppers
Rihanna
Royal Blood
Taylor Swift

Japan Artists Measured

aimyon
Chanmina
chay
chelmico
coldrain
gesunokiwamiotome
Kami-sama
Keina Suda
KOBUKURO
Kyary Pamyu Pamyu
Mariya Takeuchi
Maximum The Hormone
Sonar Pocket

Subaru Shibutani
Superfly
SymaG
Tatsuro Yamashita
THE COINLOCKERS
THE YELLOW MONKEY
tofubeats
TWICE
WANIMA
WEDNESDAY
CAMPANELLA
yonige
Yu Takahashi

Data Timestamp

March 2020

Sample Size

13,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
Laura@audienceprecision.com



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Key Takeaways

Kinki, Chubu and Tohoku are high propensity regions for this audience. These areas represent high potential for growth and should be considered when working to connect and engage with this audience.

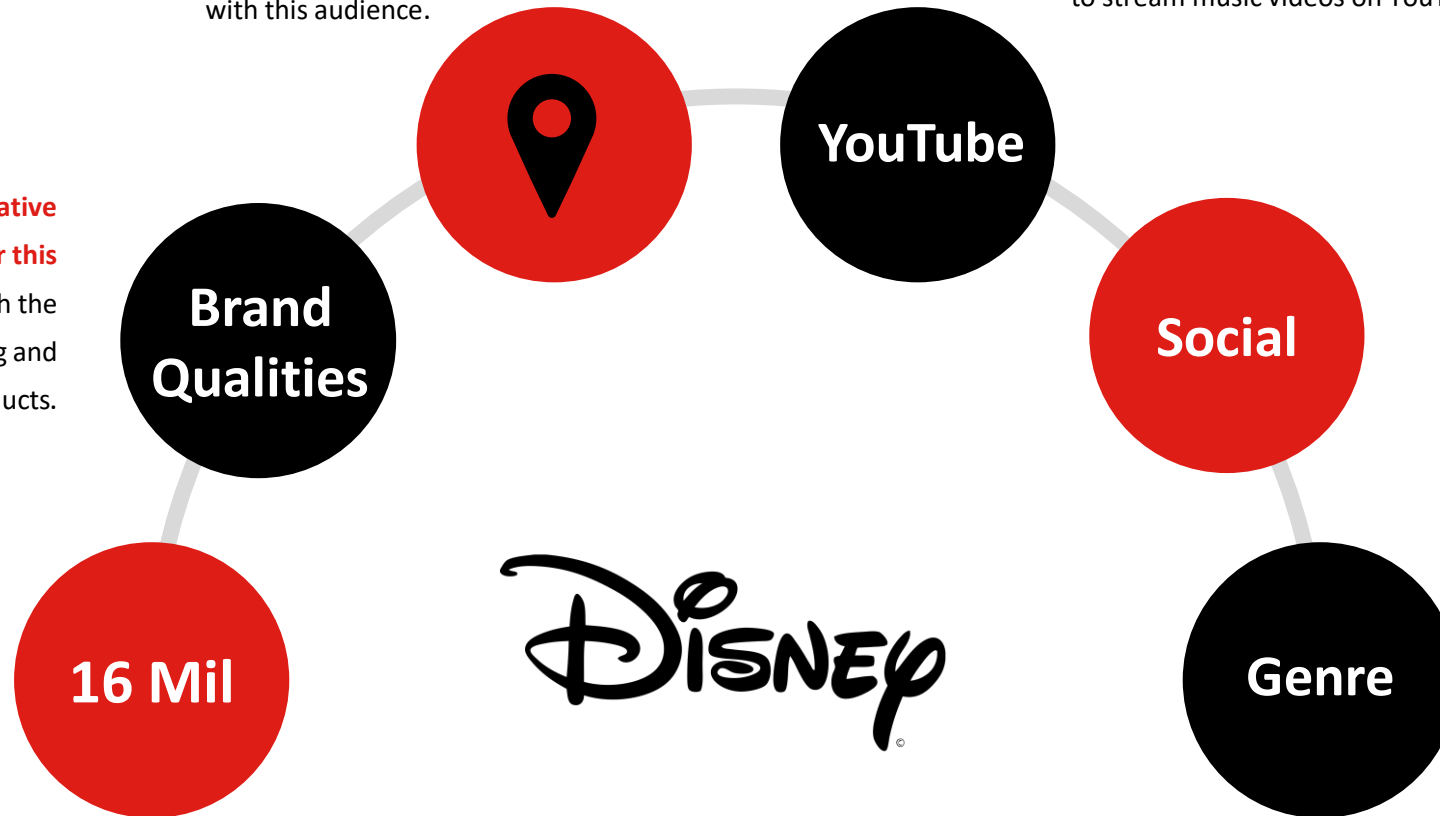
Disney Fans in Japan are usually the first to discover new music. They are 1.6x more likely than the general population to stream music videos on YouTube.

Being trendy/cool, exclusive and innovative are highly appealing brand qualities for this audience. They like to keep up to date with the latest fashions and are often sharing and asking for opinions on products.

There are 16 million people in Japan that are fans of Disney. Almost two thirds of the audience are female (63%) and they are young/middle aged with 55% being aged 25-44.

Disney Fans in Japan are 2x more likely to follow artists on social media than the rest of the population. They say they want to see behind the scenes moments and value the artist/bands opinions on various topics.

Hip Hop and Pop/Top 40 are the top genres for Disney Fans in Japan and they are more likely to be listening to these than the general population.

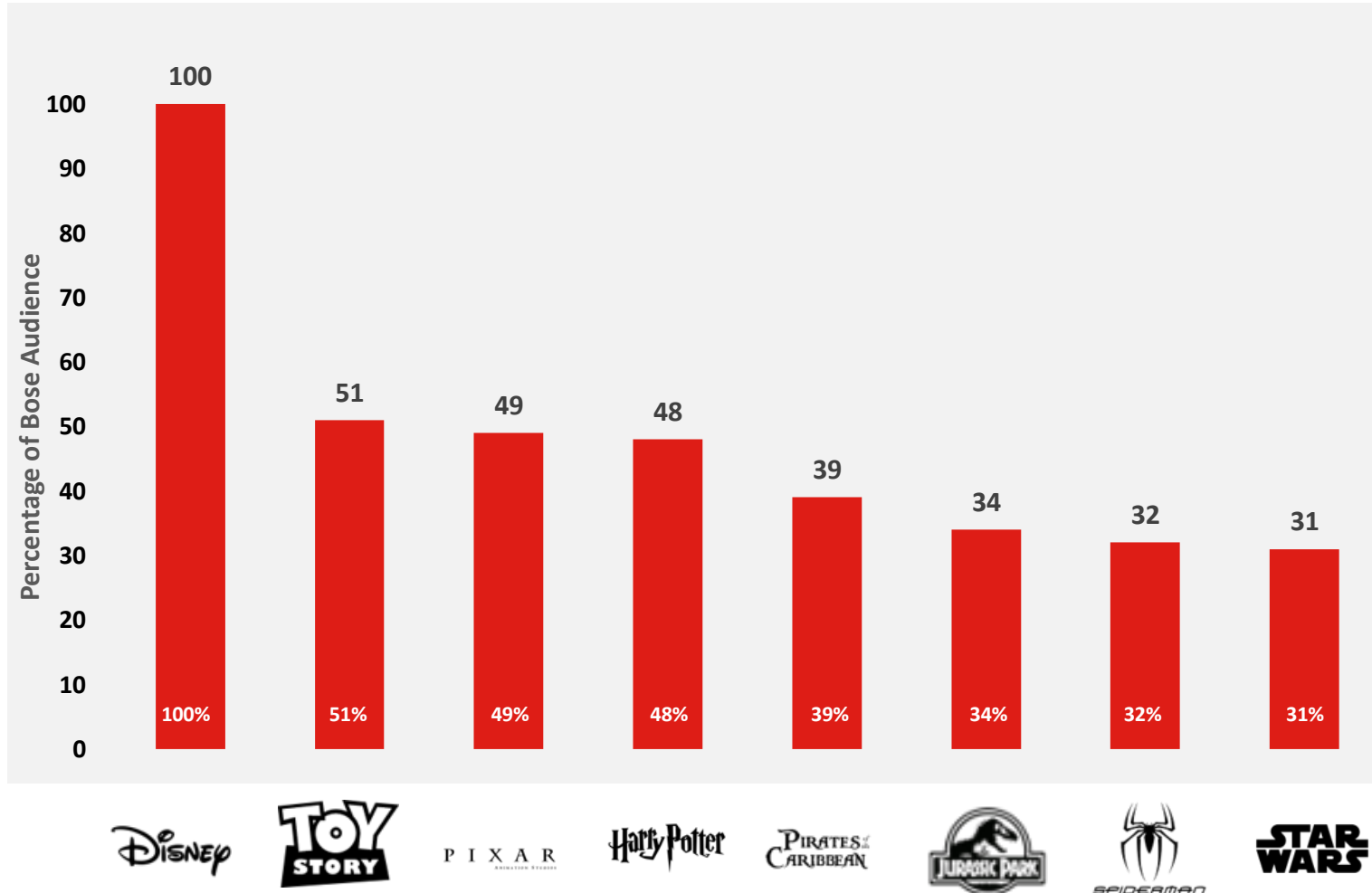


Let look at the...

BRAND OVERVIEW.



Film Franchises Category brand overlap

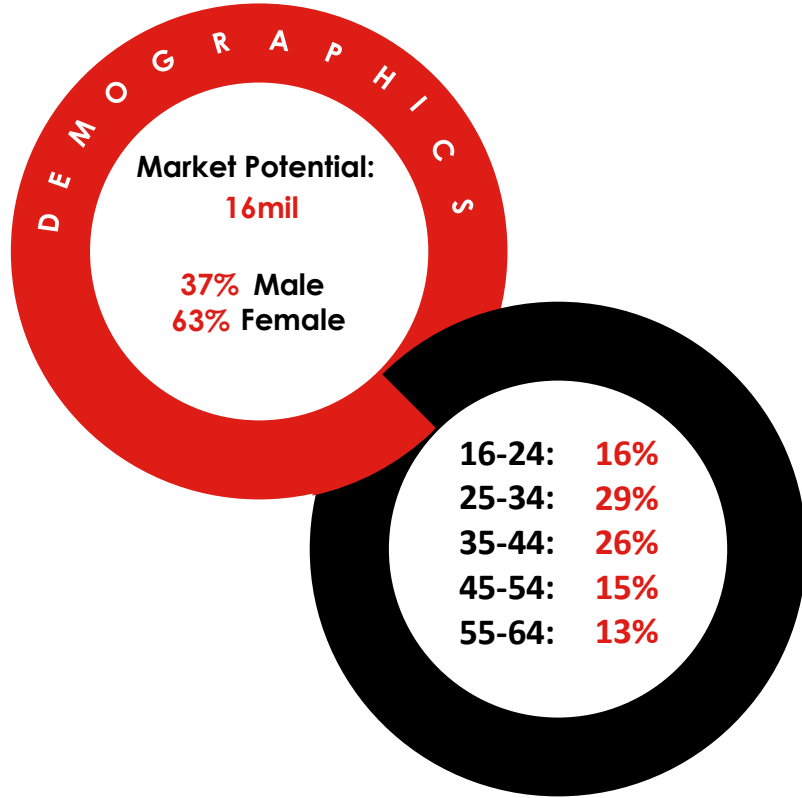


Approx. 50% of Disney Fans in Japan are also fans of **Toy Story**, **PIXAR** and **Harry Potter** film franchises.



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Disney Audience Profile



Attitudes

I like to keep up with the latest fashions

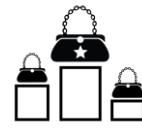
I regularly inform friends and family on new products / services

I'd rather sign up for a membership to a product / service than pay extra to own it

When buying products and services, I always like to seek an expert opinion before purchasing



Top 5 Segments



Prestige Purchasers



Brand Buyers



Avocado Millennials



Art-House Film Fans



Fast Fashionistas

Household Income

Top 10%	10%
Top 25%	23%
Mid 50%	46%
Bottom 25%	17%

% of the population

Top 5 Media Properties

- Online
- TV
- Social Media
- Physical Press
- Gaming

Top Activities

- Celebrity news / gossip
- Adventure / extreme sports
- Dance
- Charities / volunteering

What do they want brands to be?





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Disney Music Map

FANS of:

Jonas Brothers	2.2x
Miley Cyrus	2.1x
Subaru Shibutani	2x
Ed Sheeran	2x
Camila Cabello	1.9x

Genres:

Hip-Hop	1.7x
Pop / Top 40	1.6x
Classical & Opera	1.5x
R'n'B	1.5x
'00s Music	1.5x

Music Attitudes

I mainly listen to music artists that are less well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms

amazon prime music



Why they follow their favourite artists

I value their opinions and views on social, political, or cultural matters, or life in general

I want to see 'behind-the-scenes' moments

Music related activities

	Reach	Index
Watched music video on YouTube	44%	1.4x
Stream Music	42%	1.6x
Attend Live Concert	13%	1.6x
Live Stream Concert or Festival	35%	1.7x
Songkick	4%	1x
Follow Band on Social Media	36%	2x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
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