

Brand Report

**UNI
QLO**

Japan | November 2020





This report is a snapshot of the **Uniqlo consumer 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

July 2020

Sample Size

13,000

Got Questions?

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



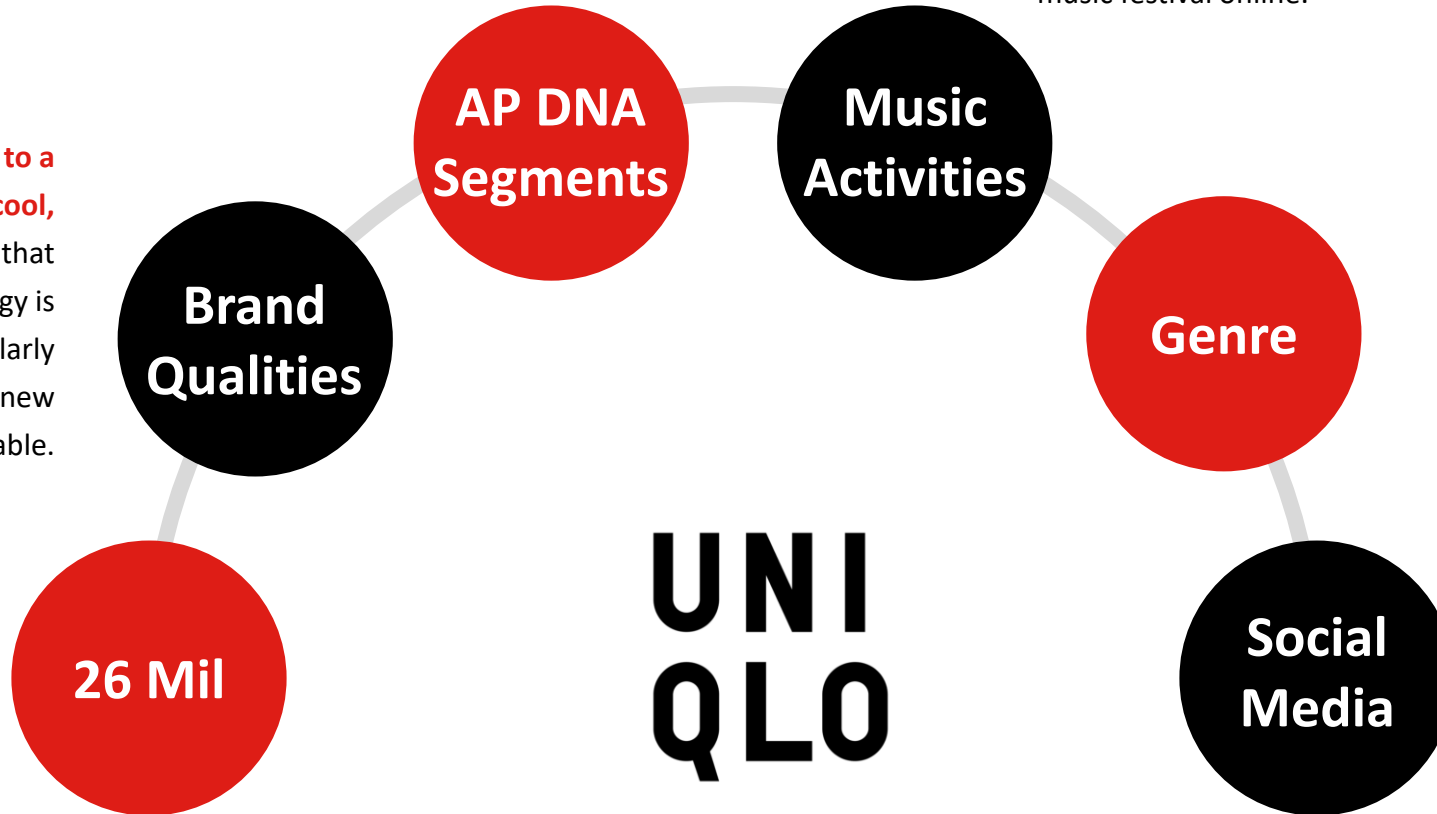
Key Takeaways

Fast Fashionistas, E-Sport Fans & Clever and Connected are among the AP DNA Segments that have the highest affinity to Uniqlo consumers.

40% of this audience watch music videos on YouTube. They are also 1.2x more likely to stream a concert or music festival online.

Brand qualities that appeal to a Uniqlo consumer are trendy/ cool, innovative & authentic. They say that having the latest technology is important to them and will regularly inform family & friends of new products available.

26 million people aged 16-64 in Japan are Uniqlo consumers.



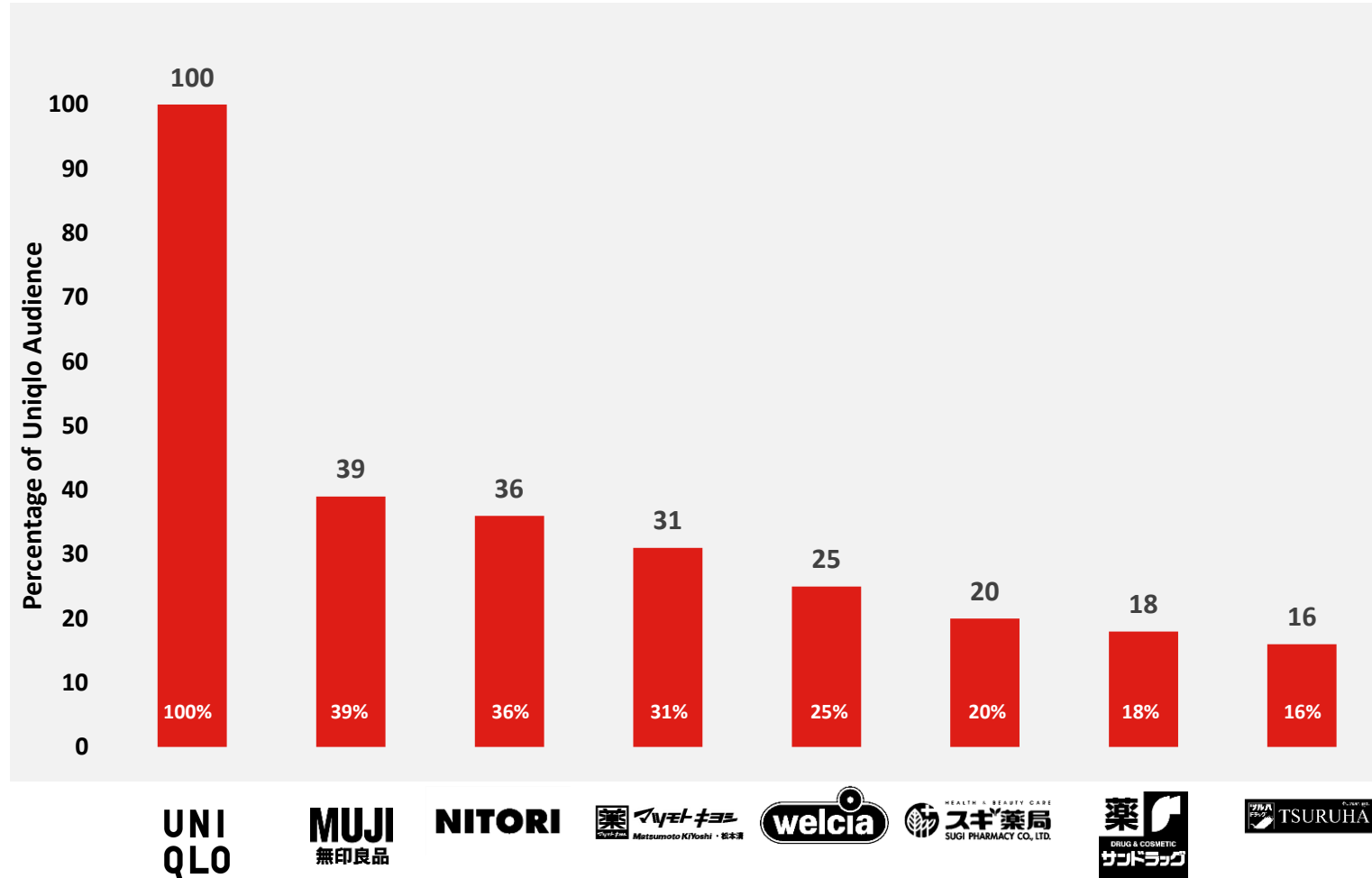
Uniqlo consumers enjoy listening to 00s, Rock & 90s music genres. They are 'music discoverers' and prefer to listen to artists that are less well-known/ popular. They are also fans of **Taylor Swift, KOBUKURO & Lady Gaga.**

They are 1.3x more likely to follow their favourite band/ artist on social media. They follow artists as they want share common interests with them and want to see 'behind the scene' moments.

Let look at the...

BRAND OVERVIEW.

Retailers Brand Overlap

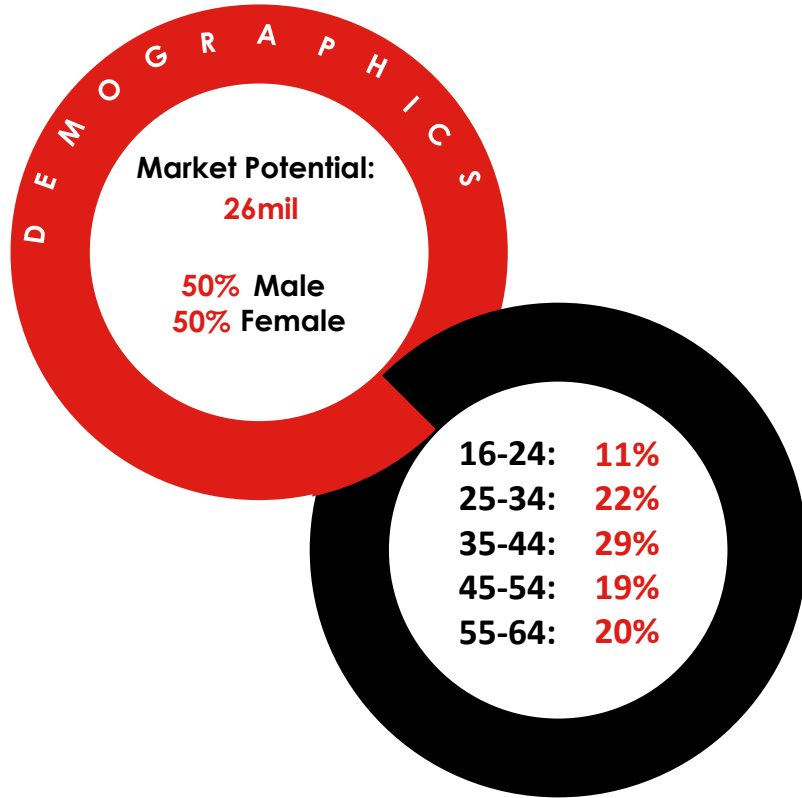


39% of Uniqlo consumers in Japan are also consumers of MUJI.



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Uniqlo Audience Profile



Attitudes

I regularly inform friends and family on new products / services

I am interested in international events

I look after my appearance / image

Having the latest technological products is very important to me



Top 5 DNA Segments



Fast Fashionistas



E-Sports Fans



Clever & Connected

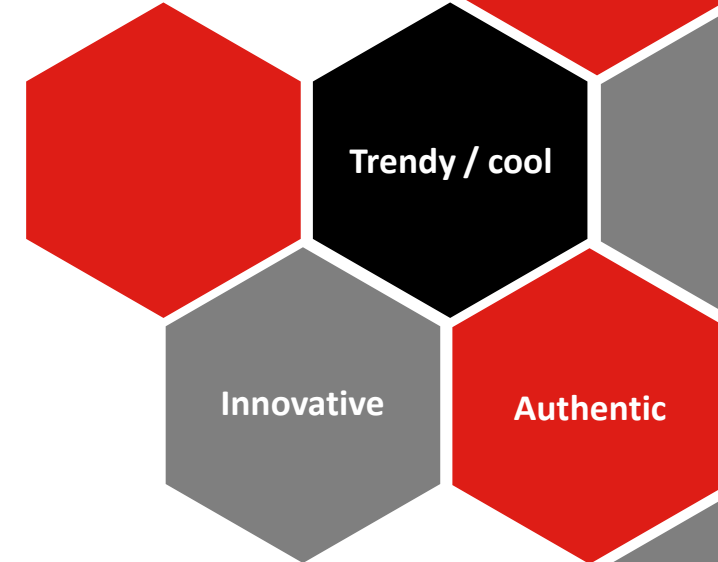


Travel Trendsetters



Goal Diggers

What do they want brands to be?



Household Income

High	33%
Medium	33%
Low	22%

High Reach Media Channels

- TV
- Online on PC Laptop Tablet
- Online on Mobile
- OOH
- Social Media

They enjoy

- Fitness & exercise
- Playing sport
- Eating out
- Fashion



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Uniqlo Music Map



Fans of:

Taylor Swift	1.4x
Led Zeppelin	1.3x
Lady Gaga	1.3x
THE YELLOW MONKEY	1.3x
KOBUKURO	1.3x

Genres:

Electro Pop	1.5x
Hip Hop	1.4x
'00s music	1.3x
'90s Music	1.2x
'80s Music	1.2x

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

APPLE MUSIC

Why they follow their favourite artists

I share common interests with them

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

Music related activities

	Reach	Index
Watched music video on YouTube	40%	1.3x
Stream Music	20%	1.2x
Attend Live Concert	9%	1.2x
Live Stream Concert or Festival	27%	1.3x
Songkick	5%	1.2x
Follow Band on Social Media	24%	1.3x

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
APinsights@audienceprecision.com