



Agenda 2: Hot News from ...

JMRA

**Japan
Marketing
Research
Association**

Agenda 2: Knowledge Sharing

- JMRA -

“WAO!” Topics

Initiatives taken in 2011

“Expand research wings”

- Fly high with all sails spread to explore our potential in research spectrums to be all that we researchers can understand our human behaviors the most -

- ➔ Keep on speaking our voices out in proactively responding to today's ever and drastically changing environments in line with our efforts of CSR
- ➔ Promote collaborative research activities in cooperation with industry-government-academia
- ➔ Make ISO20252 widespread and explore new normative standards and ethics in our research industry
- ➔ Enhance JMRA's capability of crisis management that meets with today's unpredictable and turbulent business circumstances

**JMRA Annual
Conference
Nov. 22nd, 2011
“Renovation”**

470 researchers and
marketers joined and
inspired each other!



JMRA

マーケティングで経営を強くする
～マーケティングによる新たな価値創造～

2011年11月22日
日本コカ・コーラ(株) 取締役会長
(株)ブランド・ヴィジョン 代表取締役
魚谷 雅彦

Coca-Cola
Trademark

カンファレンス

～代リサーチの創造へ～

リサーチ・ディスカッション・ボード

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Challenges in 2012

**“Enhance researchers’
presence”**

- ➔ Enhance communicability from Japan to the globe
- ➔ Enhance adaptability to non-predictable changes of market environments
- ➔ Enhance normative guidelines fitting well with new era of social media
- ➔ Enhance practicable spearhead to increase fans and followers of JMRA

Marketing Research Industry in Japan and Burning Issues for Researchers in Japan

Research sales increase +1.9%
(YOY- FY2010-2011, in Japanese yen basis)

Steady Recovery from the previous year

- 🌐 Recovery from “3.11 (Earthquake and Tsunami)” which caused the greatest natural disaster in Japan
- 🌐 Recovery from “FUKUSHIMA (Nuclear Power-plant)” which brought down collapses of supply chain systems in Japan

What Researchers in Japan need to do today

- 🌐 To Enhance ICT (Information-Communication-Technology) Capabilities
- 🌐 To Enhance Global Expertise and Skills

