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65dB TOKYO unveils "Spike Scan," a new service combining future forecasting data and social voice analysis

65dB TOKYO, a strategic marketing arm of TBWA\HAKUHODO conducting consumer and market research through "social listening" by analyzing the voices of SNS users, has announced the launch of "Spike Scan", a new service that melds future forecast data with social voice analysis.



As the pandemic persists, media consumption trends among users are undergoing a major shift. The most notable among these is the increasing amount of time spent in contact with digital media. The volume of topics discussed on twitter, where "the real opinions of consumers" can be discovered, is increasing year by year. It is becoming increasingly difficult to grasp trends and consumer interests from a plethora of topics that are changing at a dizzying pace on a daily basis. It is precisely because we live in such a new-normal era that we believe new marketing strategies are required to keep pace with the changing times.

In light of this significantly changing social situation, 65dB TOKYO, which analyzes social voice on SNS and provides marketing support to companies, has developed a new service, "Spike Scan," which combines future forecast data with social voice analysis. In addition to the global method that analyzes

the issues of more than 50 companies in Japan, Paris, China, and other countries around the world, the indications of waveform "spikes," which represent changes in the amount of buzz in the world, can be combined with past SNS data and AI trend forecasting tools to enable early detection of "signs" that could become mid- to long-term trends. Based on the data derived from the "Spike Scan" analysis, 65dB plans to provide peerless marketing support services.

About Spike Scan



Future Prediction Data

Comprehend trends from forecast data stored in the database.



Emotional Data

Look in deeper for signs through deep-dive analysis, conducted on social voice.



Strategic Planning

Plan and conduct strategy for marketing based on data from various analysis.



【Developer's Comment : Brand Strategist Konosuke Kitta】



Advertising companies have been required over the past few years to broaden awareness not only through TV commercials but also by maximizing buzz on social media. Under such circumstances, the need to understand market potential from social voices has been increasing year by year, and 65dB has been capturing brand and industry trends through various approaches. Meanwhile, the pandemic has made consumer behavior more complex, making insight hunting even more difficult than before. We also wanted to address issues in the strategic planning process, as we received numerous comments from corporate marketers that traditional consumer research takes too much time and makes it difficult to obtain real-time information.

"Spike Scan" makes it possible to check whether the "detected signs" are at their current peak, and whether they are likely to continue growing in the future, conducive to promptly and accurately analyzing

the impact these signs may have on the market. A key feature is the ability to simultaneously understand the benefits that consumers perceive, the degree to which competitors are participating, and cultural insights. In these times of rapid change, we aspire to help create new business opportunities by forecasting the future and planning strategies with a sense of speed.

Please address inquiries to: info@65db.jp

■ About 65dB TOKYO

A consulting organization that analyzes social voices and provides marketing support to companies. This is the third hub (France, South Africa, and Japan) of the TBWA Group's 65dB global expansion, and has been in full-scale operation since October 2019. 65dB TOKYO will support companies in resolving their issues through a comprehensive process of planning to formulate marketing strategies and investment areas for new product development. <http://65db.jp/>

■ About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA' s DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo' s in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high quality solutions to all of our clients - solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>