

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 28, 2007****Consumers' No. 1 Choice of Topical, Attention-Grabbing Products Was Touch Pen Portable Games, Followed by Innovative Remote-Controlled TV Games**

— The Key Phrase for 2007 Was “Fun Topic-Resonant Consumption ~ The Fun Topic as a Means of Connecting and Letting Loose” —
— *Dentsu Announces 2007 Hit Products in Japan* —

Dentsu Inc. (President and COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the release of its *2007 Hit Products in Japan*. The report, produced as part of a series that has been chronicling hit products since 1985, examines and generalizes major trends that represented the “consumer mindset” in 2007. This year’s report is based on an Internet survey of Japanese consumers carried out in November 2007 by Dentsu’s Center for Consumer Studies (CCS). The products (including some popular content and social phenomena) selected by the respondents as the top 20 products of 2007 are listed below.

2007 Hit Products Top 10 List

- No. 1: Touch pen portable games (5)
- No. 2: Innovative remote-controlled TV games (44)
- No. 3: *Billy's BootCamp™* (-)
- No. 4: Digital cameras (-)
- No. 5: Widescreen flat-panel televisions (2)
- No. 6: 1-SEG compatible devices (10)
- No. 7: Japanese movies (24)
- No. 8: Cup soup (-)
- No. 9: Electronic money (21)
- No. 10: Eco goods (64)

- No. 11: *Sen-no-Kaze-ni-Natte* (“A Thousand Winds”) (-)
- No. 12: Family discount services (-)
- No. 13: Video-sharing sites (50)
- No. 14: SNS (17)

- No. 15: Black oolong tea (-)
- No. 16: Digital SLR cameras (-)
- No. 17: Products from Miyazaki Prefecture (-)
- No. 18: Canned *oden* and *ramen* (-)
- No. 19: Major League Baseball (-)
- No. 20: Slim-bodied mobile phones (40)

Note: The above products were chosen from approximately 150 popular items included in the Internet survey. The total scores in three categories — “recognition,” “have/had interest” and “is/was popular” — were calculated to determine the top products of 2007. The figures in parentheses are last year’s rankings.

Dentsu “Hit Product Recognition Survey” Overview

- Survey period: November 2 - 4, 2007
- Survey subjects: Men and women nationwide aged over 15
- Sample size: 1,000 (responses received)
- Survey type: Closed Internet survey
- Subject selection: Subjects were randomly selected from a list of registered monitors.

The report identifies the trends that are expected to continue into 2008 as “Fun Topic-resonant Consumption ~ The Fun Topic as a Means of Connecting and Letting Loose.” Last year’s report, “Consumption 2.0 ~ Everyone Gets into the Act; Everyone Plays a Leading Role,” suggested that we had entered an era of “participatory consumption” in which consumers create or increase value, not only through purchasing but also through involvement in the process of interpersonal information sharing/transmission.

In 2007, consumers have raised the degree of their participation further. As the mutual “bonds” among consumers have expanded and deepened, an exciting “letting loose” phenomenon has emerged here and there. There seems to be a mechanism at work behind this phenomenon that makes products and services that provide topics for conversation resonate with consumers. In fact, hit products that involve high levels of excitement stimulated by fun topics are remarkably evident among the top 10 listed above.

Although faced with such twists and turns in the social environment as changes in the government leadership and the national pension plan issue, people have continued to enjoy their lives as consumers by “connecting and letting loose with each other, with fun topics as

a bonding medium.” CCS refers to this 2007~2008 consumption trend as “Fun Topic-Resonant Consumption ~ The Fun Topic as a Means of Connecting and Letting Loose.”

“Fun Topic-resonant Consumption” and the Five Main Contributing Factors

Today’s consumers are finding more occasions to find pleasure in “connecting” with others in various communities, such as SNS. The recovering economy has led to a rebound in confidence among consumers, who seem prepared to let loose and enjoy themselves whenever the opportunity arises.

Fun topics that everyone knows, and with which large numbers of people identify across the boundaries of age, occupation and income, prove highly useful for this purpose. Refusal to be a “KY” (*Kuki-no-yomenai yatsu*, or person who can’t sense the atmosphere) has become a social requirement ensuring that large numbers of people can connect and let loose with each other.

Among these fun topics a TV personality’s “*Dondake~?*, which literally means “how much?”, became an in-phrase suggesting that high-intensity fun topics provide a core source of resonance, which in turn generates major hits in rapid succession.

Five factors conducive to “fun topic-resonance” and some key examples are presented below.

1. Tricky facts

Products with obvious appeal whose full underlying value becomes apparent only when unexpected information is revealed, like the secret of a magic trick.

-Inclination to be “tricked” into purchasing in a friendly fashion-

*Touch pen portable games

*Electronic money

*Zero-calorie colas

2. “Off-center” cuteness

Products that fall short of perfection, leaving room for banter or excess that bring about and enliven conversations.

-Inclination to view the “marginally off-center as *kawaii* (cute)”-

**Billy’s BootCamp*TM

*Canned *oden* and *ramen*

*Large-portion foods

3. Reborn tales

Products that add new elements to well-known contents that touched people’s hearts in the past.

-Inclination to be “in the know” with others-

*Revival foods

*Premium lactobacillus beverages

**Toshi Densetsu* (“urban legend”)

4. Virtual humanity

Products in the virtual world that exhibit human warmth due to synchronization with body movements or signs of the presence of other visitors to a site.

-Inclination to “experience companionship”-

*Innovative remote-controlled TV games

*Video-sharing sites

*3Di metaverse

5. Repenting and restarting

Products that support people who face themselves squarely to refresh themselves or conduct soul-searching.

-Inclination to “start afresh in a positive manner” and “support those who reflect on themselves”-

*Eco goods

*Products from Miyazaki Prefecture

**Oshiri-kajirimushi* (“bottom-biting bug”)

*As exemplified by *Billy's BootCamp™* (ranking 3), a representative example of the “fun topic-resonant consumption” shown below, products that became major hits often contained two or more of the five main factors.

- (1) Tricky facts: *Billy's BootCamp™* involves exercise characterized by athletic rigor but with a good theoretical base.
- (2) Off-center cuteness: Though a (former) commanding officer, Billy is an affable person.
- (3) Transposed tale: Intensive military training is reinvented as a diet program.
- (4) Virtual humanity: Participants exercise with onscreen companions.
- (5) Repenting and restarting: Participants repent the laziness that led to weight gain and take steps to improve themselves with an eye to the future.

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