

**NEWS RELEASE****FOR IMMEDIATE RELEASE****November 25, 2009****2009 Hit Products Chosen by Japanese Consumers:  
Next-Generation Vehicles, Eco Purchase Tax Reductions &  
Eco-Points, Low-priced Domestic Fashions & Private Brands,  
and B-grade Products Capture Top Rankings****— Dentsu Announces 2009 Hit Products in Japan —**

Dentsu Inc. (President and CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the release of its *2009 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 2009. This year’s report is based on an Internet survey of Japanese consumers carried out in November 2009 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 2009 are listed below.

**2009 Hit Products Top 10 List**

- No. 1: Hybrid vehicles (24)
- No. 2: Flu masks (-)
- No. 3: Low-priced domestic fashions (-)
- No. 4: Vehicles eligible for tax reductions and eco vehicle purchasing subsidies (-)
- No. 5: Eco-point energy-saving home appliances (-)
- No. 6: ETC (electronic toll collection) system (-)
- No. 7: Digital broadcasting-equipped widescreen flat-panel TVs (3)
- No. 8: Electric vehicles (-)
- No. 9: Private brand products (4)
- No. 10: B-grade products (-)
  
- No. 11: The Oscar-winning movie *Okuribito (Departures)*
- No. 12: Heat-generating and heat-retaining underwear
- No. 13: Products and services benefiting from expressway toll reductions
- No. 14: Jeans priced at 1,000 yen (or less)
- No. 15: Low-priced notebook PCs

No. 15: LED light bulbs

No. 17: Alcohol-free beer-like beverages

No. 18: Products and services benefiting from the Japanese government's fixed-amount cash handouts

No. 19: Solar panels and household solar power generation systems

No. 20: Michael Jackson-related products

Note: The above products were chosen from approximately 114 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 2009. The figures in parentheses are last year's rankings. Previously unranked products are indicated with (-).

### **Dentsu “Hit Product Recognition Survey” Overview**

Survey period: November 7 - 8, 2009

Survey subjects: Men and women nationwide aged between 20 and 69

Sample size: 1,000 (responses received)

Survey type: Closed Internet survey

Subject selection: Subjects were randomly selected from a list of registered monitors.

The year 2009 was notable for the attention Japanese consumers paid to next-generation vehicles, as *Hybrid vehicles* recorded a dramatic rise from No. 24 on last year's list of hits to No. 1 this year and *Electric vehicles* debuted at No. 8.

A number of other products scoring high rankings — including *Vehicles eligible for tax reductions and eco vehicle purchasing subsidies* (No. 4), *Eco-point energy-saving home appliances* (No. 5) and *Digital broadcasting-equipped widescreen flat-panel TVs* (No. 7) — played a role in determining the nation's environmental and economic policies.

While many companies recorded poor business results in the recessionary environment, others attracted customers by rethinking their positioning and making the effort to offer affordable products in response to consumers' heightened price consciousness. *Low-priced domestic fashions* (No. 3), *Private brand products* (No. 9) and *B-grade products* (No. 10) were among the winners adopting this strategy.

## **The Key Phrase for 2010 is: “Consumption Looking Ahead to the Next Generation”**

Japan remained in the grip of an economic recession that has been variously described as “unprecedented” and “once-a-century” in 2009. This situation inspired a fundamental review of conventional approaches and mindsets in both the political and economic spheres, where a search for new standards began during the year.

Among consumers as well, changes in consciousness and behavior that might be described as “transformed consumption behavior” were on display. While fortifying their lives to defend against a prolonged recession, consumers also revealed glimpses of an intention to pursue “life restructuring” for the 2010s by leveraging the “art of smart consumption.”

An examination of these new consumption styles with their hint of a potential recovery from recession led Dentsu’s Center for Consumer Studies (CCS) to designate “Consumption Looking Ahead to the Next Generation” as the key phrase for describing consumption in the year 2010. We identified five primary attributes of the values and lifestyles underlying this new concept:

### **1. Unprecedented pricing**

~ **The very concept of pricing will change as goods and services become incomparably inexpensive.**

- Tax reductions and subsidies for eco vehicle purchasing, eco-point energy-saving home appliances ● 1,000-yen expressway tolls, ETC
- Private brands, outlet products ● Fast fashion, 10,000-yen suits, 1,000-yen (or cheaper) jeans ● One-coin box lunches, etc.

### **2. Subtraction & Division**

~ **Subtraction and division will replace addition and multiplication in consumer arithmetic.**

- Electronic memo pads ● Steamless rice cookers ● Concentrated detergents ● Alcohol-free beer-like beverages
- Bento-making men, water bottle-toting men ● Highballs ● 2-way tunic skirts ● Home esthetic devices, etc.

### **3. Relaxed, short communications**

~ Twitter and other relaxed, short communication services will bring new warmth to life.

● Video-sharing, recipe search and upload sites ● Real-time love games, epic role-playing games ● WBC (World Baseball Classic), Rakuten Eagles (baseball team) ● Sharing services (time-, job-sharing), etc.

#### **4. Petit reversals**

~ **Minor reversals in response to consumer voices will provide pleasure.**

● Soft chewing gum ● Mild vinegar ● Curried breakfast foods  
● Heat-resistant silicon steam cases ● Foamy hair color products, Fog hair-styling products (mist-like styling sprays) ● Gas cartridge-powered cultivators, etc.

#### **5. Next-generation standards**

~ **Novelties suggesting new standards for the 2010s will set hearts throbbing.**

● Hybrid and electric vehicles ● Solar panels and household solar power generation systems ● LED light bulbs ● Multi-touch OS and mice ● 3D video images, etc.

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