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Dentsu Digital Inc.

Dentsu Digital Launches "LOCAL ZOOM," an AI-Driven Service to Generate Overseas Market Insights and Support Strategic Planning for Global Expansion - Formulating market strategies through SNS and product review analysis to accelerate strategic localization -

Dentsu Digital Inc. (Head Office: Minato-ku, Tokyo; Representative Director and President: Koh Takimoto; hereinafter referred to as "Dentsu Digital") today announced the launch of "LOCAL ZOOM."^{*1} This new service utilizes AI to analyze public data, such as social media and product reviews, to support strategic planning based on market and customer insights for companies expanding into overseas markets.

In recent years, the shrinking domestic market and increasing pace of overseas expansion by Japanese companies have heightened the importance of understanding local business customs and rapidly identifying diverse consumer needs. However, traditional overseas market research has faced challenges, including high costs and long lead times as well as limitations in capturing local lifestyles and specific pain points. In this environment, companies must quickly identify market characteristics and trends from vast amounts of public data and develop data-driven localized strategies to enhance their international competitiveness.

Leveraging Dentsu Digital's extensive experience in global projects, deep knowledge of overseas markets, and advanced AI analysis technology, "LOCAL ZOOM" provides end-to-end support—from target selection to positioning and persona refinement—for companies considering overseas expansion. The service enables the identification of optimal markets and the shortlisting of candidate markets before full-scale research by capturing local lifestyles and consumer insights without the need for international travel.

Key Points of the Service

1. Product Market Analysis: AI-powered large-scale product review analysis and identification of market differentiators

In product categories where companies wish to enter, AI is used to collect and rapidly analyze large-scale product review data from global and local e-commerce sites. Using a proprietary review analysis model, the strengths of the company and its competitors

are visualized. This enables the identification of region-specific needs and insights regarding existing products that are difficult to see through numerical data alone, supporting the development of differentiation strategies for market entry.

2. Customer Analysis: Refinement of consumer personas through AI-driven analysis of social media images and posts

By analyzing social media images and text using AI, local consumer trends are visualized. The service comprehensively extracts product usage scenes, target user fashion, living environments, and frequently co-used items. This enables the development of detailed personas for potential customers and ensures these insights are reflected in creative and communication strategies.

3. Support for

Market Prioritization through Expert Review and Data Comparison

Members of the "Dentsu Digital Global Center" (DDGC)^{※2}, an internal organization specializing in international markets, review analysis results based on their extensive expertise to ensure the validity of interpretations. Furthermore, by providing a framework to easily compare market size and competition across candidate countries, the service accelerates the selection of priority markets and the construction of optimal positioning based on data rather than intuition.

Dentsu Digital will continue to support the efficiency and sophistication of business operations through the development of proprietary AI solutions. By supporting strategic planning based on deep, cross-border customer understanding, we aim to contribute to the sustainable business growth of our clients in the global market.

※1 : The data that can be obtained differs depending on the product category and market.

※2 : Dentsu Digital Establishes the "Dentsu Digital Global Center," a Specialist Team of Digital and Global Professionals (Announced January 18, 2024).

<https://www.dentsudigital.co.jp/news/release/management/2024-0118-000132>



Dentsu Japan is driving its unique AI strategy, "AI For Growth," which fosters growth for clients and society by integrating human intelligence with AI capabilities.

For more information on "AI For Growth," please visit the following webpage.

https://www.dentsu.co.jp/en/showcase/ai_for_growth.html



<About Dentsu Digital> <https://www.dentsudigital.co.jp/en/>

Dentsu Digital is one of the largest integrated digital firms in Japan. Guided by the purpose, "Inspire people, create new value, and improve how the world works," the company drives all forms of transformation by combining human-centric creativity with advanced technology. As a partner in clients' business growth, Dentsu Digital works collaboratively to create new value, aiming to foster transformative growth across both the economy and society.

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