Company Profile

We can support your research and find insights.
As the Partner

Contribute client’s “Marketing Success” with professional research technology and analysis capability.

We, Video Research International (Thailand) Ltd., provide data & conduct custom research in order to provide solution to the clients’ various marketing subjects, such as ad evaluation, new product development, brand building, etc.

Taking over the research skill and knowhow of Video Research Ltd., we provide high quality services contributing to the clients’ marketing success as the partner.
Established: January, 2002

Registered Capital: THB 26,000,000

Shareholders: Video Research Ltd. & Consulting Company

History:

2000  Launched Thai ACR(Audience & Consumer Report)
2002  Established.
2004  Built network with each country’s research companies in Southeast Asia and expanded service market.
2007  Media planning data service “Compose” release. (by strategic alliance with Pointlogic, The Netherlands)
2008  TVC performance evaluation service “TVC performance index” release.
2010  Focus group interview room “VOICE” open.
Video Research Ltd. (VR)
No. 1 media & communication research company in Japan.

- Established in 1962.
- Main business is TV Audience Measurement (TAM), media audience measurement and consumer research.
- VR’s data & services are used to provide solution for marketing planning & media planning for Japanese advertisers, Ad agencies and TV broadcasters in Japan.

Video Research Ltd.
- Video Research International (Thailand) Ltd.
  - Survey business operation hub in Southeast Asia.
- Video Research USA, Inc.
  - Information procurement hub in western countries.
- Video Research Interactive Inc.
  - Web audience measurement.
- Video Research Comhouse Ltd.
  - Ad. statistics data service.
Affiliations

- World association for market, social and opinion research
- Thailand Marketing Research Society
- Advertising Association of Thailand
- The leading global provider of live video transmission, analysis and archive solutions for the qualitative market research industry.
Our Advantage

Syndicated Data Service

1. **T-Cube**: Consumers’ Single source database
   - Basic data for Media & Marketing planning, grasp the consumers’ consumption activity, lifestyle and media contact.
     - Clarify the difference of profile, media contact of your own brand user & Competitors’ brand user
     - Exploit those analysis into Media & Strategic planning.

2. **Chorus Thailand**: Media planning data
   - Optimize advertising planning by communication objective.
   - Grasp the relationship of Ad objective X Brand X Media contact X Budget.
     - Exploit into Ad planning & Budget allocation optimization by Brand & Communication objective.

3. **TVC Performance Index**: TV Commercial Performance check
   - Maximize the efficiency of TV Commercial advertising.
   - Grasp the commercial performance by the process of consumer attitudinal change-over.
     - Exploit into effective Ad planning by understanding Reach, Awareness, Contents’ understanding, Purchase intention & Creative factors influencing all above indices.
Syndicated Data Service

1 **T-Cube**: Consumers’ Single source database

T-Cube is a single source data which covers both media usage (target contact) and consumption behavior of consumers with the intention of providing with a clearer picture of consumer/audience and of effective media strategy.

T-Cube will help you to understand “Consumers’ profile, media contact status, purchase behavior & lifestyle” and clarifies “Potential consumers, competitors in the market & the optimum media to run the ads to reach the target”

**Benefit of T-Cube**

You will find the consumer activities and environment

- Find consumers lifestyle.
- Find consumption activities.
- Find potential target segmentation.
- Find above information of competitors and competitive brands.

You will find the profile of target

- Obtain the clear picture of merchandise target (Demographic, Psychographic Characteristic, Lifestyle, Purchase recognition, Consumption activities)
- You will find the optimum advertising media.
- Find the media usage status of certain merchandise’s user.
- Find the contact status of vehicle.
Syndicated Data Service

1. **T-Cube**: Consumers’ Single source database

   “T-Cube Express”, the special analysis menu for advertisers is also available.

### Survey Outline

<table>
<thead>
<tr>
<th><strong>Target</strong></th>
<th>Male &amp; Female, 12-59 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area</strong></td>
<td>Nationwide Thailand</td>
</tr>
<tr>
<td><strong>Sample size</strong></td>
<td>4,000 samples</td>
</tr>
<tr>
<td><strong>Sampling</strong></td>
<td>Random Sampling</td>
</tr>
<tr>
<td><strong>Method</strong></td>
<td>Face to Face Interview</td>
</tr>
<tr>
<td><strong>Software</strong></td>
<td>Choices3 (Licensed by Kantar Media, U.K.)</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td>Projection to Thailand’s nationwide population enabled.</td>
</tr>
</tbody>
</table>
Syndicated Data Service

Chorus Thailand: Media planning data

Chorus is a unique data facilitating Multi-Channels Media Planning.

- Powerful communication planning tool to aid planning multimedia campaigns.
- Take into account different abilities of channels, cost & reach, campaign objectives and practical factors.
- Evaluate planning for achieving communication objective across multiple media.

Empowering the media planner performance.

Single source database linked to T-Cube allows media planners to use target consumers’ brand information based on 1,800+ brand items.

- Contact target profiling by media channel.
- Weighting of channel driver by consumer type & strategy based on profiling.
- Offering templates that define the roles of consumer purchase behavior & channel driver.

- Description (of the Campaign)
- Audiences
- Campaign information
- Task profile: Message/Strategy
- Channel screening (to be decided by Agency.)
- Channel costs/Channel ranking/Channel map
- Plan builder/Effect report/Compare plans/Role of media
Syndicated Data Service

Chorus Thailand: Media planning data

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<td><strong>Software</strong></td>
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<td>Chorus (Licensed by Point logic, The Netherlands)</td>
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<tr>
<td><strong>Others</strong></td>
</tr>
<tr>
<td>Single source database by linkage to Thai ACR/T-Cube</td>
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Syndicated Data Service

TVC Performance Index: TV Commercial Performance check

TVC Performance Index: TV Commercial Performance check

TVCP will help you to understand TVC performance by checking the process of TVC reach, contents’ understanding/evaluation to purchase intention evoking. TVCP is the data to be exploited for the efficient TVC deployment (Ad planning & Creative producing).

- Performance evaluation of TVC by target, i.e., gender/age and Creative evaluation to be connected to those.
- By measuring a number of TVC on the same level, relative comparison of one TVC to the other is easily realized.
- You can compare your TVC performance with competitors’ TVC.
TVC Performance evaluation model

- **TVC Placement**
  - Volume (How many times, seconds)
  - Placement pattern

- **Reach**
  - GRP
  - Reach

- **Awareness**
  - TVC Awareness ratio
    - Favorable degree
    - Character matching degree
    - Contents comprehension
    - Image evaluation
    - Creativity evaluation

- **Contents Evaluation**
  - Post airing TVCF Evaluation

- **Interest**
  - Purchase stimulate

- **Purchase intention**
  - Purchase intention degree

- **Other influential factors**
  - Brand awareness
  - Other ads awareness

Video Research International (Thailand) Ltd.
**Syndicated Data Service**

**TVC Performance Index**: TV Commercial Performance check

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<td><strong>Target</strong>     : Male &amp; Female, 13-49 years old</td>
</tr>
<tr>
<td><strong>Area</strong>       : Greater Bangkok</td>
</tr>
<tr>
<td><strong>Sample size</strong> : 400 samples</td>
</tr>
<tr>
<td><strong>Sampling</strong>   : Random Sampling</td>
</tr>
<tr>
<td><strong>Method</strong>     : Face to Face Interview</td>
</tr>
<tr>
<td><strong>Software</strong>   : 3-4 waves per year</td>
</tr>
<tr>
<td><strong>Others</strong>     : 40 TVCs with competitors</td>
</tr>
</tbody>
</table>
## Customized Research Product

### Services

- Face to Face/ CAPI interview
- Online/Web-Based Survey
- Self-Administration – Mail/ Fax-Out Hand Delivered Questionnaire
- Advertising Campaign Evaluation
- Participant Observations
- Mystery Shopping
- Focus Groups
- Workshops/Stakeholders/Community

### Product

- Customer Attitudes and Behavior
- Communications Effectiveness
- Corporate Brand Engagement Research
- New Product Development
- Customer Satisfaction
- Staff and Stakeholder Research
- International Research
Our original market data makes us understand Thai people.

**Original data will support your understanding of Thai market.**
We support your data analysis providing custom research to resolve client’s individual subject and our original data starting from Thai ACR/T-Cube, basic data of Thai consumers & market, helps to support your understanding further. From these data and many experience, we know Thai people and market. Therefore, when we conduct custom research, we also provide our local market insight to fulfill client’s research objectives.

**Media & Advertising research know how, experience, knowledge.**
We provide best research service that integrated our experience in Thai market with plenty of Video Research’s know-how and knowledge.
Voice
Interview room “Voice of your consumer”

**Interview Room**

- **Room Capacity**
  Spacious design to allow 8 x respondents feel relaxing.

- **One-way-mirror**
  Complete see-through-free from inside FGI room.

- **Material presentation**
  Equipped with 32 inch LCD TV monitor, DVD player.

- **CCD camera**
  CCD camera equipped inside FGI room allows zoom up the individual hands, face, etc. when collage method is conducted.

- **Internet access**
  Free access WIFI internet/LAN connection.

Natural atmosphere just like the living room brings out the direct voice of consumers.
Observation Room

Realistic live feeling comes through directly. Unique solution becomes available via quality FGI performance.

- **Room Capacity**
  Specious observation room up to max.15 persons.

- **Monitoring Material Presentation**
  17 inch TV monitor allows you to confirm the material/TVC/program presented in FGI room simultaneously inside the observation room.

- **Simultaneous Translation Facility**
  Devices are available to conduct smooth simultaneous translation into foreign language.

- **Internet access & on-line broadcasting (streaming)**
  Internet access is available in the observation room and live video streaming of FGI to the outside facilities is also enabled.
Voice

Gallery – Observe room and Interview room
We have research network throughout Asia.

One stop service to Asia Pacific.
We have research network in Asia. It helps you to conduct Asia regional research project via our one-stop-service.

Our partnership companies provide you the best insight reflecting the local culture and market.
Digital research

- Promotion tools
- Media stimulation
- Direct research
- CRM

VRON®
Value Receiver & Off-screen Navigator
VRON is sync application in front of TV program, CM or events’ music by listening specific audio source. You can find such special sound and get coupons or useful information.

We are going to provide useful and enjoyable applications.

VRON - Value Receiver & Off-screen Navigator.

This application is supported on iPhone 4/4S, iPad2, iOS4.3.3 and later.
VRON is the Smartphone apps, which leads audiences to the specific web site in response to the audio signal (VRON code) encoded in an audio media (ex. TVC).

**VRON Process**

1. Encode VRON code in program and broadcast.
2. VRON code goes to audience via broadcasting audio.
3. Decode with Smart device.
4. Go to the related web site automatically.
5. Apply coupon, prize contest, online shopping etc.

**Benefit**

- Across platform measurement (Audio)
- POS Marketing tool
- Provide audience profile and behavior
- Media stimulation
- Research
VRON work flow

**VRON Thailand**
- Encode VRON code
- Build link server
- Set VRON appl.in the appl. market

**Audience/Target**
- Access to link server
- Down load VRON application

**Client**
- Create on-air contents
- Encoded contents
- Create link web site
- Promote VRON
- Pre test
- Inform VRON to consumers
- On-air

**Link web site**
Online research tools and Research panel service
DiJITS is the digital survey platform for designed questionnaire and data entry. Moreover, DiJITS service will provide you the accurate survey design and question type by researcher and facilitate you with user friendly platform with the panel rental service.
# Thailand Panel Profile

### Gender
- 43.4% | Male
- 56.6% | Female

### Age
- 3.4% | Below 20
- 50.5% | 20-29
- 34.7% | 30-39
- 8.5% | 40-49
- 2.9% | 50 or over.

### Marital Status
- 78.8% | Single
- 18.4% | Married
- 2.8% | Separated/ Divorced/ Widowed

### Education
- 0.3% | Doctoral
- 8.0% | Master
- 67.4% | Bachelor
- 12.0% | Vocational
- 12.4% | High School

### Occupations
- 47.8% | Work Full Time (Employed by someone else)
- 5.7% | Work Full Time (Self-employed)
- 5.4% | Work Part Time (Employed by someone else)
- 4.8% | Work Part Time (Self-employed)
- 24.5% | Not Working, but looking for work
- 1.4% | Homemaker
- 10.5% | Others

### Inhabitant Area
- 40.3% | Bangkok
- 5.4% | Nonthaburi
- 5.2% | Chiangmai
- 3.5% | Samutprakarn
- 3.4% | Pathumthani
- 3.1% | Chonburi
- 2.0% | Songkla
- 1.9% | Konkeen
- 1.9% | Nakhon Ratchasima
- 1.7% | Nakhon Pathom
- 31.6% | Others

### Monthly Income
- 30.2% | Less than 6,000 Baht
- 20.6% | 6,000 – 9,999 Baht
- 29.3% | 10,000 – 19,999 Baht
- 12.7% | 20,000 – 34,999 Baht
- 4.0% | 35,000 – 49,999 Baht
- 3.3% | 50,000 or over

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**Total 65,188 as of Jan 5, 2013**
Client Base

- Media Intelligence Co., Ltd.
- ZenithOptimedia
- dentsu
- HAKUHODO
- ASATSU THAILAND
- JNTO
- Starcom MediaVest
- Dai-Ichi Kikaku
- CHUO SENKO (THAILAND) PUBLIC CO., LTD.
- JCC
- MK RESTAURANTS
- Unilever
- SCG
- CAT
- TBWA\THAILAND
- NEXT STEP
- UENO
- kao
- MCOT
- Cable Thai Holding Pcl.
- Video Research International (Thailand) Ltd.
Client Base

- NHK
- Dutch Mill
- Dairy Plus
- Hankook Research
- LIVE tv.
- marketeer
- Unicharm
- AIS
- Media Palette
- MATCHBOX
- Dentsu media
- hoyu
- Japanese Association of Thailand
- NISSIN
- DRAFTFCB
- Initiative
- SCG Paper
- Prakit Holdings Public Company Limited
“VRIT” is located in convenient area for respondents.

Mr. Taro Tanaka/ Managing Director

E-mail: tanaka@videor.co.th

Mr. Nach Noknoi/ Client Service Manager

E-mail: nach@videor.co.th

Telephone: +66(0)2 – 255-4966

For more information at www.videor.co.th
Thank You

We can support your research and find insights.