

# iPad2 in Japan: May 2011



by  
**wavematrix**

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Verbatim tells you what people say about your brand online and why they say it. The easy to read monthly reports can analyse discussion in any market and allow you to make timely decisions based on social media insight



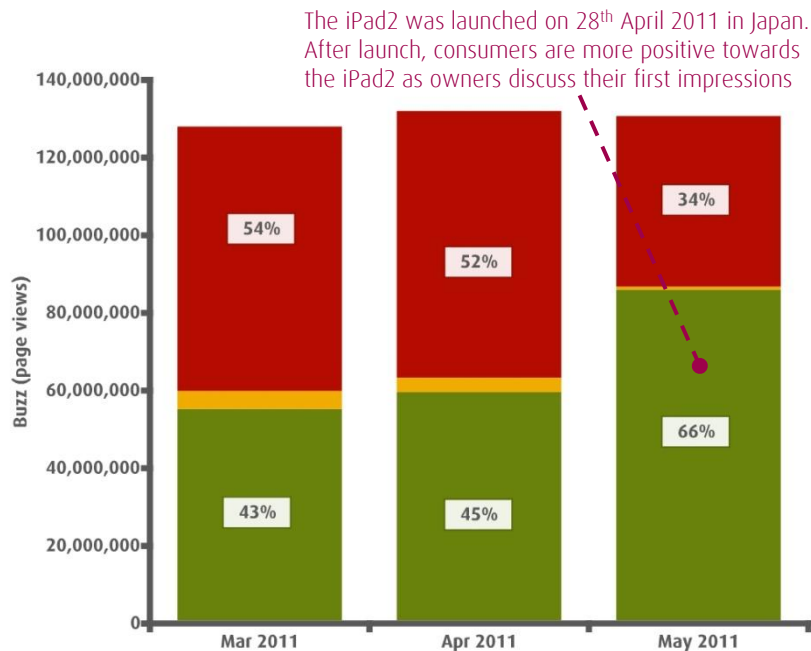
# 1. Overview of online buzz

An overview of online discussion for your brand – analysing buzz by volume, sentiment and topic



# iPad2 engagement in Japan becomes more positive in sentiment in May 2011 following launch

## Buzz levels by month split by sentiment



iPad2 online discussion levels continue to be at very high levels in Japan during May 2011

Consumers are generally positive in sentiment as they start to use their iPad2s following the 28<sup>th</sup> April launch date. They praise the “many apps” such as the “amazing GarageBand”, the “fast” processing speed, “big” display and “light” and “beautiful” design

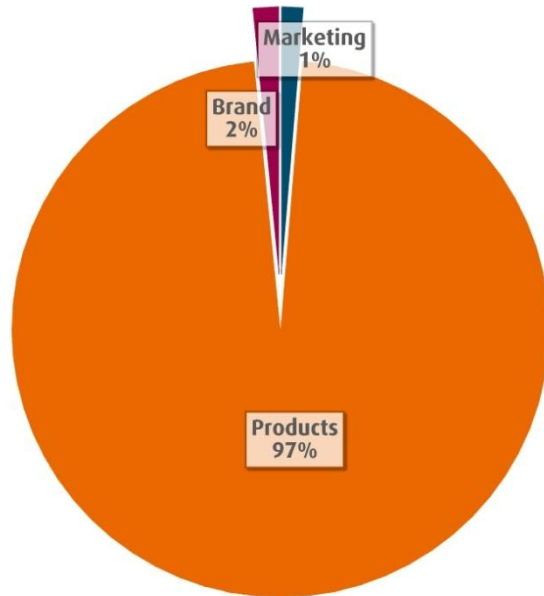
In March and April, pre the iPad2 launch, discussion was more negative in sentiment as consumers focused on the “poor” picture resolution and “too big” body



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## iPad2 buzz in May 2011 driven by discussion about the tablet itself

### Buzz by topic



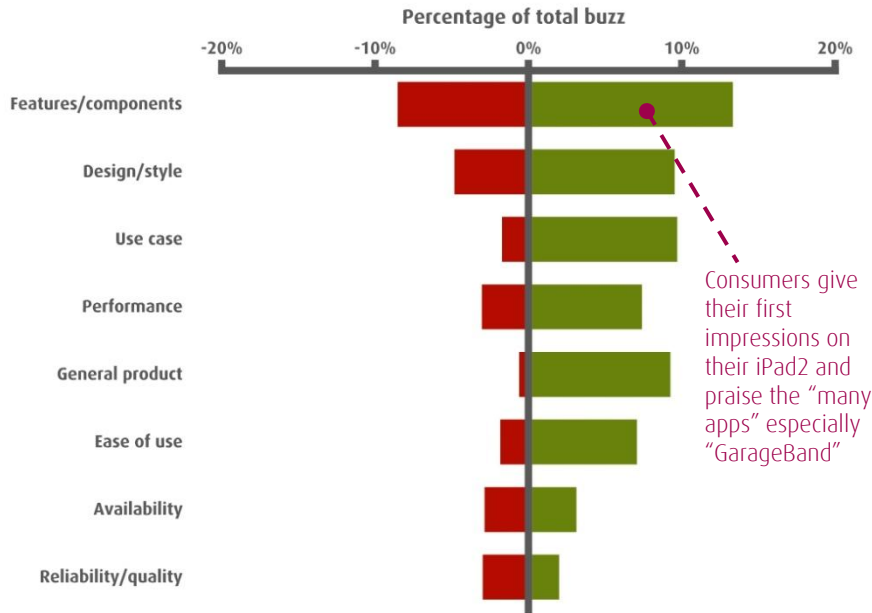
Most of the iPad2 discussion in Japan is about the tablet itself

There is very little discussion about the brand and marketing campaigns



# Japanese owners' first impressions drive positive iPad2 discussion, but some criticise missing features

## Buzz and sentiment by sub-topic



iPad2 discussion in May 2011 is shared among a number of categories as owners start to discuss their first impressions

Consumers say they “enjoy” the “fast”, “slim” and “light” iPad2 with a “beautiful” display and “many apps” such as the “incredible” “GarageBand” app

Owners say they use the iPad2 mainly “at home” for “web-browsing” and as an “e-reader” and say it is “easy to use”

However, some say it is “too big” and “heavy”. Others complain of “no Flash Player support” and “no Retina display”



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## iPad2: top likes and dislikes in May 2011

### Likes

**Features:** Consumers praise the “many apps” to “explore” and particularly love the “amazing” “GarageBand” app

**Use case:** They say the iPad2 is “ideal” as an “e-reader” and for “web-browsing”

**Design:** Consumers “enjoy” the “slim” and “light” iPad2 on the “beautiful screen”

### Dislikes

**Features:** Some consumers complain of “crap” camera quality and “missing” features such as “no Flash Player support” and “no Retina display”

**Design:** Some say the iPad2 is “too big” and “heavy” and the white frame looks “cheap”

**Performance:** Some say “what iPad2 can do” is “limited” and “not as good” as a PC



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## Owners are “pleasantly surprised” with the “fast” and “lighter” iPad2, despite some missing features like “Retina display”

It's so much fun to explore all the different apps on the iPad2 (2ch, May 18)

Reading books is much more comfortable on the iPad2 than on the original iPad thanks to its lighter design (2ch, May 1)

The iPad2 works great as a digital photo frame – picture quality is beautiful! (Kakaku.com, May 24)

Why didn't the iPad2 get the Retina display? (Mixi, May 22)





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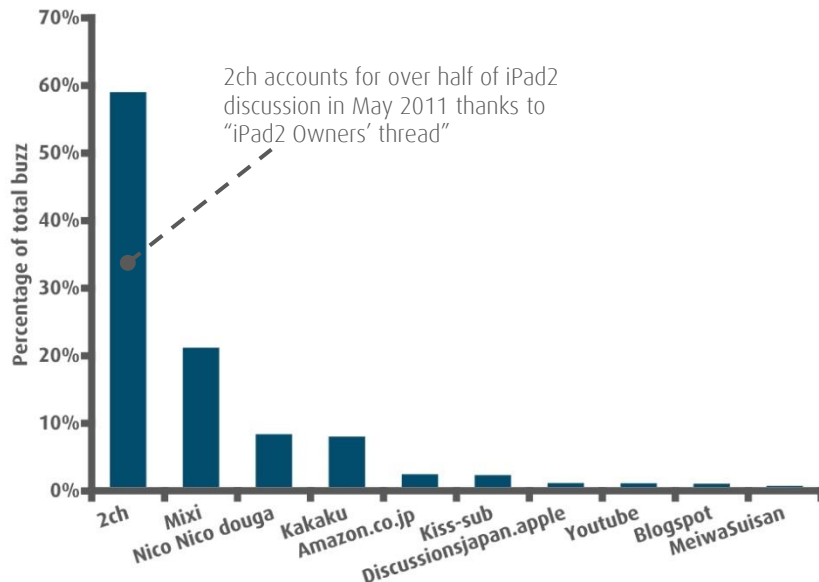
## 2. Key sites

Where consumers discuss your brand online



## 2ch the top site of Japan iPad2 discussion in May 2011

### Buzz levels by source



The biggest source of May iPad2 discussion in Japan is 2ch, followed by **Mixi, Nico Nico Douga and Kakaku.com**

Consumers and owners in particular discuss the iPad2 in-depth on 2ch and Mixi, often comparing to the original iPad

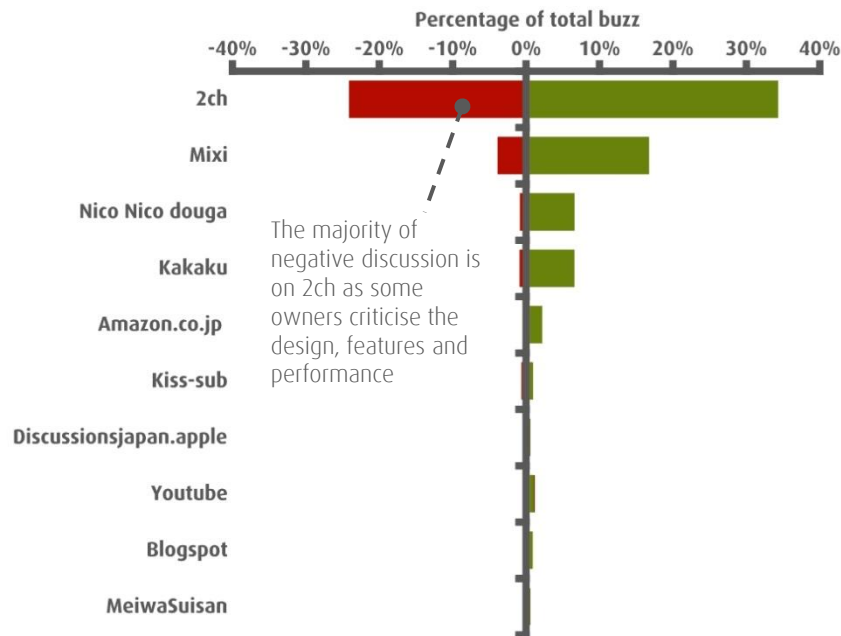
Consumers also react to the "GarageBand for iPad2 demo by Apple" clip on the video sharing site **Nico Nico Douga**



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## While iPad2 discussion is generally positive in sentiment on all sites, 2ch is the main negative driver of discussion

### Buzz and sentiment by source



2ch is the top source of buzz in May 2011. Owners have split opinions about the design, features and performance of the iPad2

Consumers discuss the iPad2 in-depth on Mixi. Most of the discussion is positive in sentiment as they generally praise the iPad2 and discuss the features, availability and ease of use

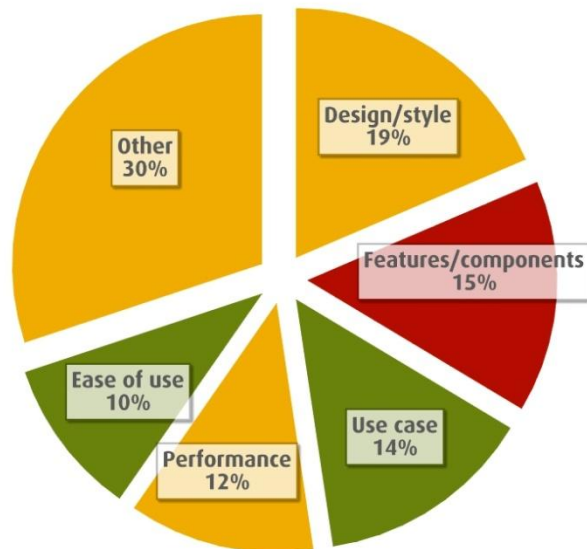
Nico Nico Douga "GarageBand for iPad2 demo by Apple" video attracts mostly positive discussion as consumers praise the "amazing" GarageBand app



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## 2ch the top source of discussion about the iPad2 in May 2011

### Buzz and sentiment by sub-topic for top source



The iPad2 is still heavy if you hold it for long time. I am totally satisfied with the slim design though (2ch, May 6)

Consumers discuss their impressions of the iPad2 on the “iPad2 Owners’ thread” on Japan’s largest Internet bulletin board 2ch where the anonymous posting system is used

Consumers like the “slim” and “light” profile of the iPad2. However, some do not like the “white version” because of its “cheap” looks

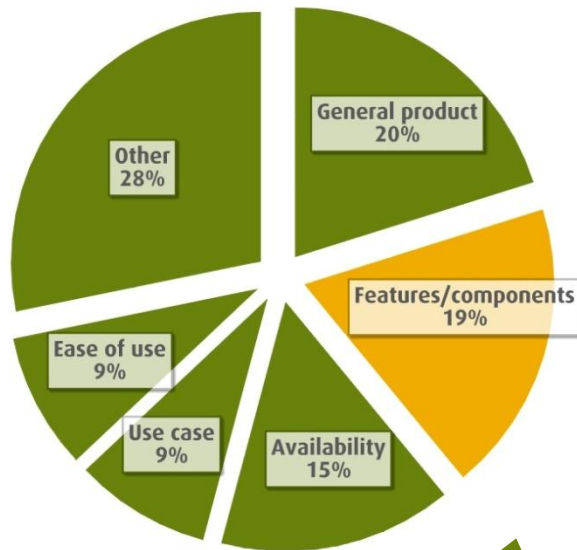
Some complain of “no Flash Player support” or “no Retina display”, but say the iPad2 is “ideal” as an “e-reader” and is “noticeably faster” than the original iPad



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# Mixi a key source of positive discussion about the iPad2

## Buzz and sentiment by sub-topic for second top source



Discussion on Japan's largest social networking site Mixi is generally positive in sentiment

Consumers say the iPad2 is “magical” and a “great” gadget which “you can't live without”. Availability at their “local stores” encouraged them to purchase

However, there are mixed opinions about the features where a few complain of the “poor camera quality” and “no Flash Player support”

The iPad2 is incredibly useful. I can never go back to life without it. Why does it have no Flash Player support though? (Mixi, May 22)

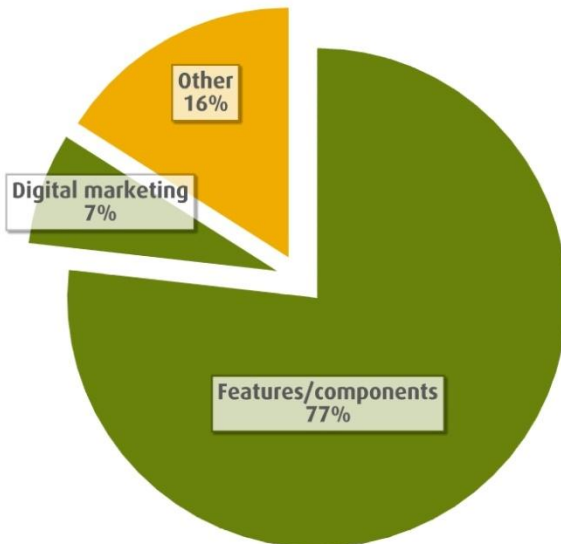
Top 5 posters	Buzz	Discussion links
Nemuri Nezumi	3,746,700	<a href="http://bit.ly/q9iD7z">http://bit.ly/q9iD7z</a>
Ham	1,311,345	<a href="http://bit.ly/nLMJF8">http://bit.ly/nLMJF8</a>
Panna Cotta	1.124.010	<a href="http://bit.ly/nLMJF8">http://bit.ly/nLMJF8</a>
Onoda	749,340	<a href="http://bit.ly/nLMJF8">http://bit.ly/nLMJF8</a>
Challenge@Yamada	562,005	<a href="http://bit.ly/nez8x6">http://bit.ly/nez8x6</a>



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# Nico Nico Douga is also an important source of positive iPad2 discussion

## Buzz and sentiment by sub-topic for third top source



The most amazing thing about the GarageBand app is that you can do all these things while sitting on a sofa (Youtube, May 16)

Consumers react to a Japanese video sharing site Nico Nico Douga video on the “GarageBand for iPad2 demo by Apple”

Consumers say the app is “well thought-out” and “amazing” and say the demo performance is “incredible”

Top 5 posters	Buzz	Discussion links
DZ8tLg8ZwZ6V9la HDo95KVTYM80	822,984	<a href="http://bit.ly/eXC14z">http://bit.ly/eXC14z</a>
eNiBxyQg5M6Ur2 fCNsMR0mBzS0w	822,984	<a href="http://bit.ly/eXC14z">http://bit.ly/eXC14z</a>
N0DQANTifl2Qk8G Y7UXXSDven-0	685,820	<a href="http://bit.ly/eXC14z">http://bit.ly/eXC14z</a>
SbqAlzTUBVpEu05 V96Lsjb0tnB4	548,656	<a href="http://bit.ly/eXC14z">http://bit.ly/eXC14z</a>
WGVAC4AWLuxSD k7LyUz-7x9n-os	411,492	<a href="http://bit.ly/eXC14z">http://bit.ly/eXC14z</a>



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# 3. The purchase decision and consumer advocacy

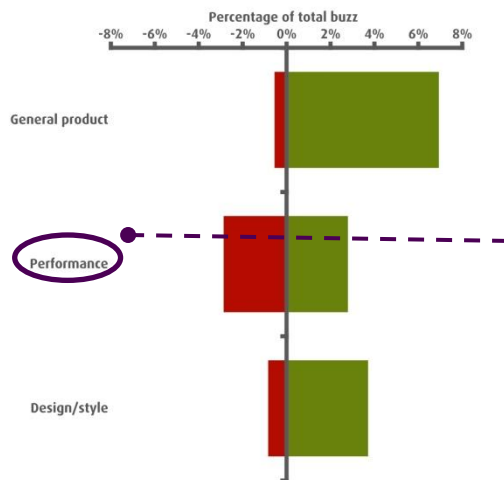
What aspects of your brand drive consumers to consider purchase and recommend the brand to others





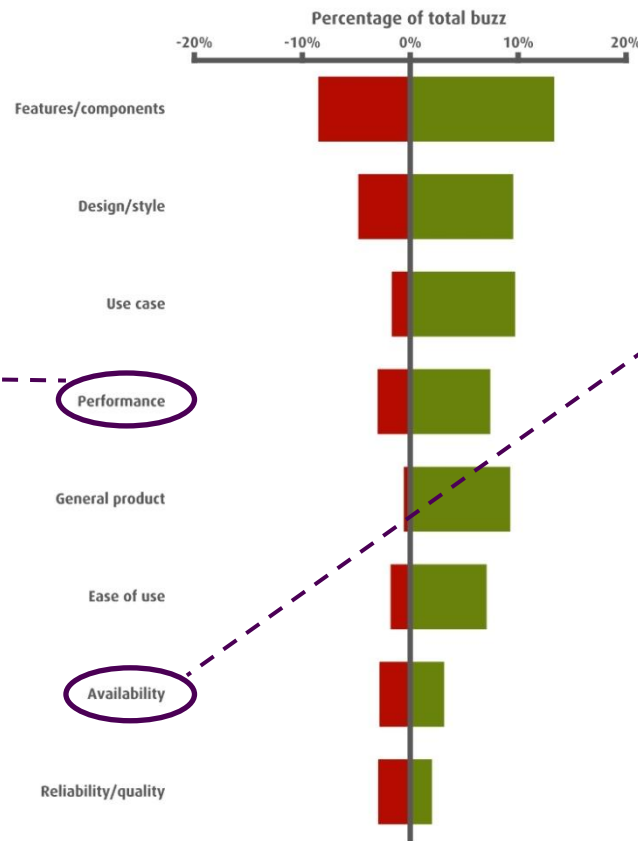
# Features the top iPad2 buzz topic but design and performance are more important advocacy drivers and availability top purchase driver

## Advocacy buzz by top sub-topics split by sentiment

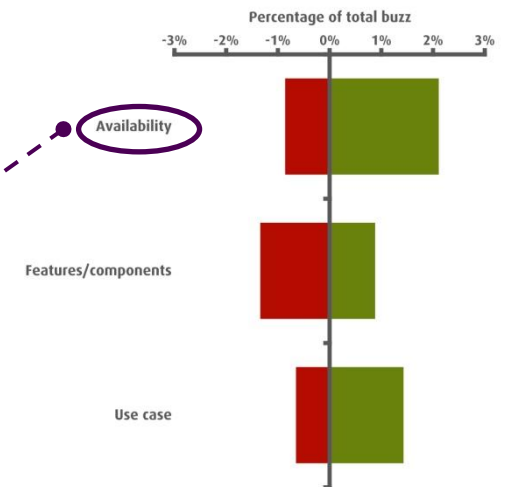


Although **Performance** is an important discussion topic, it is an even more important advocacy driver and barrier. While some say the iPad2 is “fast” and “better than the iPhone” others say it is “limited”

## Overall buzz and sentiment by top sub-topics



## Purchase decisions by top sub-topics split by sentiment



**Availability** is the top purchase driver even though it is not an important discussion topic. Consumers buy the iPad 2 depending on availability at “local shops”

# Design and performance are more important iPad2 advocacy drivers than features

iPad2: ranking of topics in May 2011

Rank	Advocacy	Overall buzz	Purchase Decisions
1	General product	<sup>1</sup> Features/components	<sup>4</sup> Availability
2	<sup>2</sup> Performance	Design/style	Features/components
3	<sup>3</sup> Design/style	Use case	Use case
4	Use case	Performance	Design/style
5	Features/components	General product	Performance

Although Features<sup>1</sup> is the top iPad2 buzz topic, it is not the most important driver of advocacy and purchase decisions

Performance<sup>2</sup> and Design<sup>3</sup> are more important advocacy drivers and Availability<sup>4</sup> is the top purchase driver

So, we can summarise that the “wide range of apps” engage consumers to discuss the iPad2. However, they recommend it depending on their views on the “fast” or “limited” performance and “lighter” design

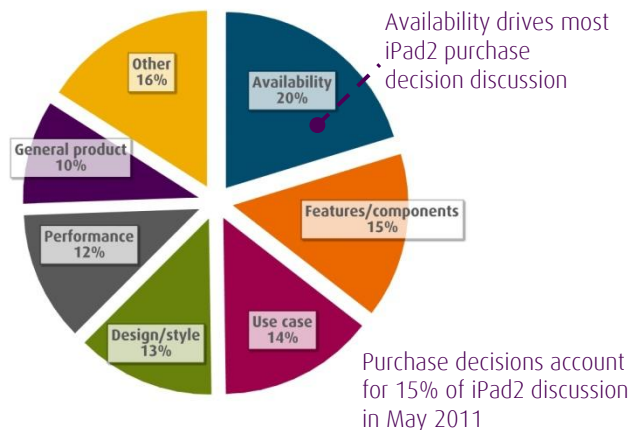
Availability at “local shops” and use case as an “e-reader” or “notebook” are important purchase drivers



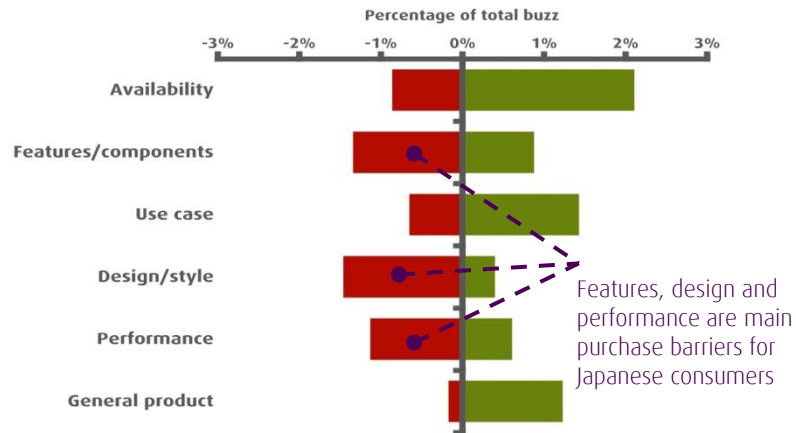
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# Design, features and performance are purchase barriers for iPad2 in May 2011

## Purchase decisions by sub-topic



## Purchase decisions by sub-topic split by sentiment



Purchase decision discussion in Japan is driven by a number of categories

Availability at “local shops” is a key purchase driver for Japanese consumers while a few bought the iPad2 as an “e-reader” or “notebook”

However, some say they will not buy the white version due to the “cheap” looks, “too big” size, a “lack of” apps and content or performance that is “not as good as a PC”



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## iPad2: top purchase drivers in May 2011

### Purchase drivers

**Availability:** Some consumers say they bought the iPad2 as their “local shops” had stocks

**Use case:** A few bought the iPad2 as an “e-reader” or a “notebook”. While a few others bought the “WiFi model” as they use it “at home”

**General product:** A few say they bought or “want” the iPad2 as it is a “sensation”

### Purchase barriers

**Design:** A few say based on the “cheap” looks, they would not buy the “white version”. Two say it is “too big”

**Features:** A few did not buy the iPad2 due to “restricted apps” and a “lack of content” or “poor” picture resolution and camera quality

**Performance:** Two consumers will not buy the iPad2 since it is “not as good as” a PC



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## Purchase decision consumer quotes

I found the iPad2 at a local store on May 1<sup>st</sup> so I just bought it straight away (Mixi, May 4)

I wont buy the iPad2 until there is more content and features (Kiss-sub May 8)

I bought the iPad2 WiFi model to use mainly at home, so no need for the 3G version (Mixi, May 18)

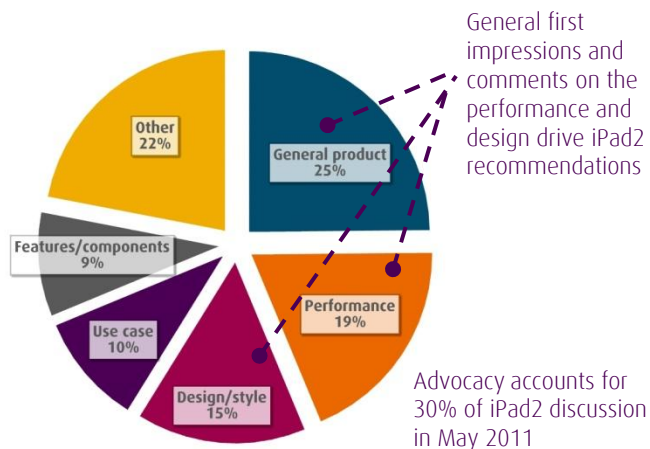
I will not buy the white version, because it looks cheap (2ch, May 27)



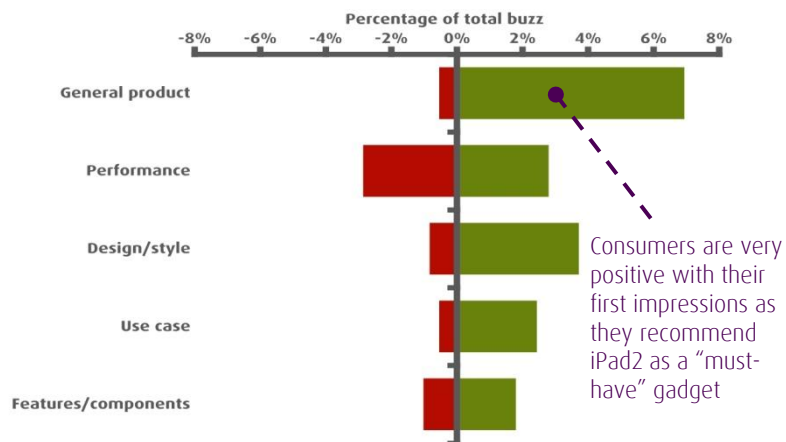
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# Positive iPad2 advocacy in May 2011 driven by consumers' first impressions

## Advocacy buzz by sub-topic



## Advocacy buzz by sub-topic split by sentiment



Consumers in Japan advocate the iPad2 depending on their general first impressions and how they view the performance and the design

Consumers recommend the iPad2 as they say it is a "necessary part" of their lives. Some recommend the iPad2 as it is "thinner" and "lighter" compared to the original iPad and the performance is "fast" and "better than the iPhone"

However, some would not recommend the iPad2 because it is "limited" and does not offer "anything new" compared to a PC



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## iPad2: top advocacy drivers in May 2011

### Advocacy drivers

**General product:** Many recommend the iPad2 as a “must-have” and “necessary part” of their lives

**Design:** Some recommend the iPad2 based on the “thinner” and “lighter” profile compared to the original iPad

**Performance:** Some advocate the iPad2 because performance is “fast” and “better than the iPhone”

### Advocacy barriers

**Performance:** Some do not advocate the iPad2, because it is “limited”, “not as good as” a PC and “doesn’t offer anything new”

**Features:** Two users say they “would get bored” with the “limited” features



## Advocacy consumer quotes

The iPad2 has become a must-have gadget for my everyday life  
(Kakaku.com, May 5 )

I didn't realise that the big screen gives you so much as you don't need to zoom to read a word (Amazon.co.jp  
Customer review, May 22)

The iPad2 is the ideal gadget as an e-reader. It runs fast and smooth  
(Kakaku.com, May 7)

I would recommend you to buy a laptop instead of the iPad2. What the tablet can do is limited compared to a laptop (2ch, May 1)





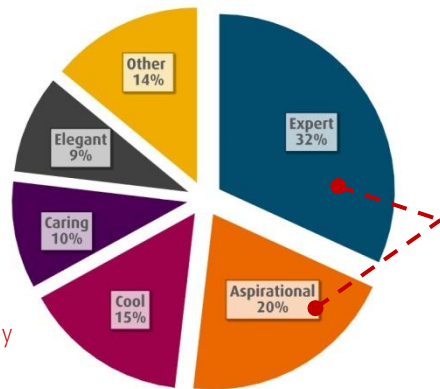
## 4. Brand values

What brand values consumers associate with your brand during online discussion



# Consumers associate the iPad2 positively with Expert, Aspirational and Cool brand values in May 2011

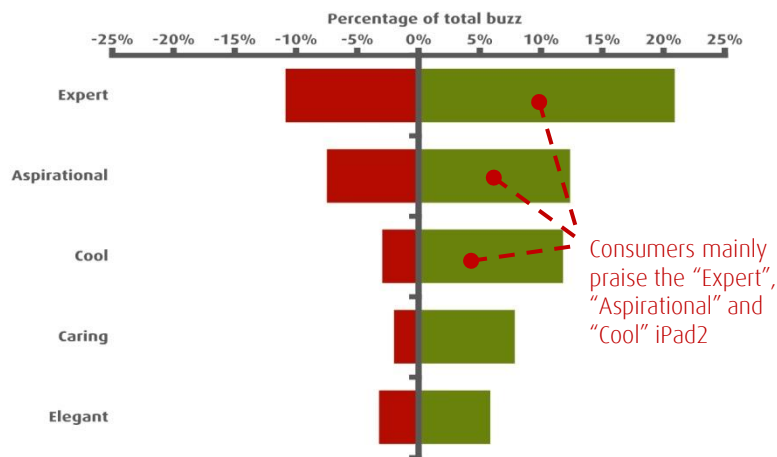
## Percentage buzz by brand value



More than half of consumers associate iPad2 with Expert or Aspirational

93% of iPad2 buzz in May 2011 has an attributed brand value

## Brand value buzz split by sentiment



Consumers mainly praise the "Expert", "Aspirational" and "Cool" iPad2

Consumers in Japan associate the iPad2 with Expert, Aspirational and Cool, mainly in a positive sense

They say the "expert" iPad2 is "fast" and "easy to use". Many "can't wait to purchase" and praise the "cool" iPad2 and "GarageBand" app

However, some say the camera quality, picture resolution and overall performance of the iPad2 is "not great" and are "not sure whether to buy" the iPad2 because of its "limited usefulness"



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## iPad2: top positive and negative brand values in May 2011

### Positive brand values

**Expert:** Many praise the “fast”, “smooth” and “easy to use” iPad2 that is “ideal for web-browsing”

**Aspirational:** Consumers “bought” or “can’t wait to purchase” the iPad2 as it is “useful” with “lots of ways to use”

**Cool:** Some say the iPad2 is a “must-have” gadget and is “fun”, especially the “cool” GarageBand app

### Negative brand values

**Expert:** Consumers complain of “poor” camera quality and picture resolution, and “limited” performance

**Aspirational:** Some “have not bought” or are “not sure about getting” the iPad2 because it is “expensive” and “not useful”

**Trustworthy:** A few owners complain of a “light leakage” problem



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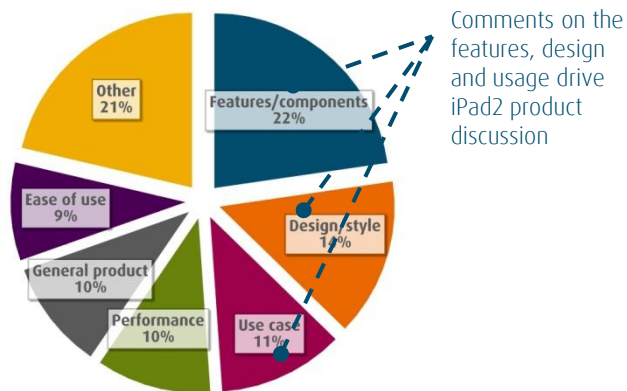
# 5. Products

What consumers say about your brand's products

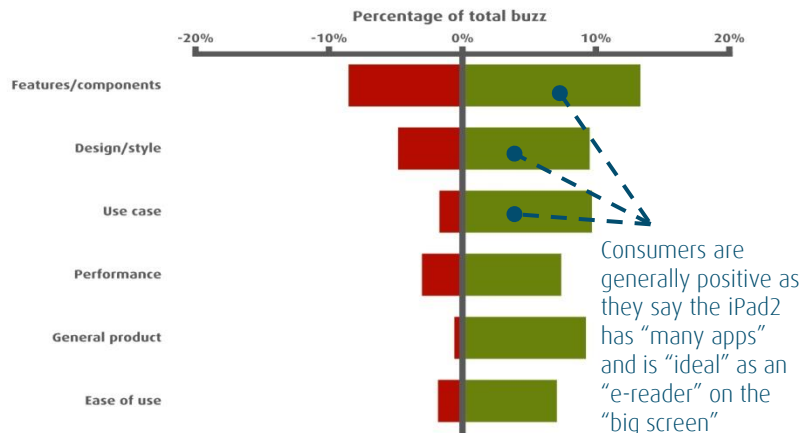


# Features, design and use case drive positive iPad2 product discussion in May 2011

## Product buzz by sub-topic



## Product buzz by sub-topic split by sentiment



iPad2 product discussion in Japan is driven by consumers' opinions on the features, design and usage

Consumers say the iPad2 has "many apps" to "explore" including "free apps". They particularly "love" the "GarageBand" app. They also "enjoy" the "beautiful" display on the "big screen" and say the iPad2 is "ideal" as an "e-reader" and for "web-browsing"

However, consumers do not like its lack of "Flash Player support" and "Retina display". Some complain of "poor" camera quality



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# iPad2: top product likes and dislikes in May 2011

## Product likes

**Features:** Consumers praise the “many apps” to “explore” and particularly love the “amazing” “GarageBand” app

**Use case:** Some say the iPad2 is “ideal” as an “e-reader” as well as for “web-browsing”

**Design/style:** Many “enjoy” the “beautiful screen” of the iPad2 while praising the “slim” and “light” profile

## Product dislikes

**Features:** Consumers complain of “crap” camera quality as well as the missing features; “no Flash Player support” and “no Retina display”

**Design:** Some say the iPad2 is “too big” and “too heavy” and the white frame looks “cheap”

**Performance:** A minority say “what the iPad2 can do” is “limited” and “not as good as” a PC



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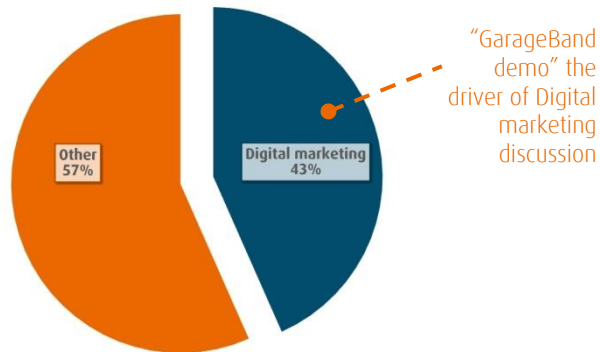
## 6. Marketing campaigns

Which marketing campaigns are driving consumer engagement with your brand



# Marketing discussion at low levels for iPad2 in May 2011

## Marketing buzz by sub-topic

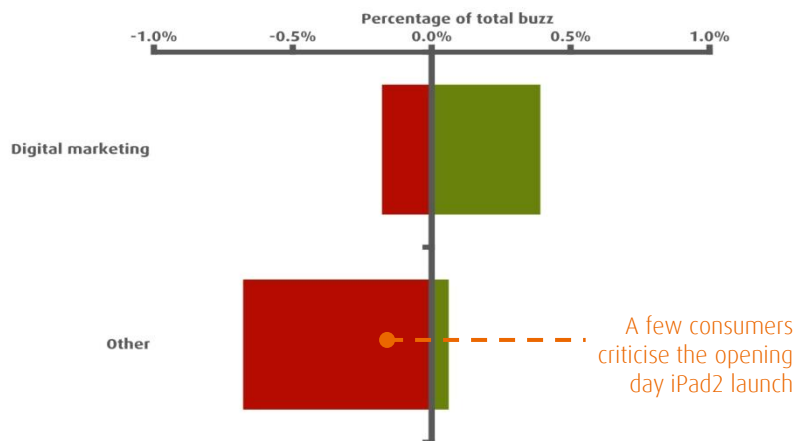


Marketing makes up only 1% of iPad2 discussion in May 2011

Two Japanese consumers praise the "GarageBand for iPad2 demo by Apple" that "explains each step" and is a "free app"

However, three consumers discuss the opening day iPad2 launch saying Apple used many "hired-applauders" and the people queuing were "stupid"

## Marketing buzz split by sentiment



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## iPad2: top marketing likes and dislikes in May 2011

### Marketing likes

**Digital marketing:** Two consumers praise the “GarageBand for iPad2 demo by Apple” that “explains each step” and is a “free app”

**Other marketing:** One consumer says he “didn’t have to wait long” in the queue for the opening day sale

### Marketing dislikes

**Digital marketing:** One finds the “GarageBand” video “strange” without “Mr. Jobs” as the demonstrator

**Other marketing:** Three consumers discuss the opening day iPad2 launch saying Apple used many “hired-applauders” and the people queuing were “stupid”



# Appendix

Details about the Verbatim methodology, categorisation scheme and universal brand values



# Verbatim categorisation scheme

- **Brand:**

- Brand image
- Brand in the news
- Brand product relationship
- Brand competitors

- **Marketing:**

- TV marketing
- Print media
- Celebrity endorsement
- Social media content
- Digital marketing
- Outdoor advertising
- Loyalty schemes
- Other

- **Product:**

- Performance
- Features/components
- Ease of use
- Reliability/quality
- Design/style
- Value
- Customer service
- Use case
- Availability
- Packaging
- Product competitors
- General product
- Other

- **Universal brand values:**

- Trustworthy
- Traditional
- Elegant
- Sensual
- Aspirational
- Cutting-edge
- Expert
- Cool
- Rebellious
- Caring
- None of the above

Note: brand values are coded if the opinion is either positive or negative in sentiment. For example “The brand is really dull” would be coded -1 for “Cool”



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# The Verbatim process

1. Our technology platform identifies all the relevant buzz about your brand or product
2. Our human analysts get to work and read all the discussion collected
3. The analysts break all comments down into individual opinions and assign each one:
  - A buzz amount
  - A sentiment score
  - A category
4. Where appropriate, our analysts also code:
  - Purchase drivers and barriers (why people buy or don't buy your products)
  - Advocacy (recommendations)
  - Brand values
5. We extract the insights from the data and deliver them directly in your monthly report

## In your monthly reports, you'll see two types of metrics

**Buzz:** the volume of buzz generated by each opinion is equivalent to page views, so if an opinion has a buzz of 10,000, then it has been read 10,000 times

Buzz around a specific topic is the total buzz from all relevant opinions

**Sentiment:** we use a normative sentiment scale with -2, -1, 0, +1, +2

We use -2 and +2 to code purchase barriers and drivers, whilst -1 and +1 are for opinions that are simply negative or positive



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# The Five Verbatim promises

1

## Zero stress

Easiest way to get what you need from social media

Just tell us what you want to track

2

## Accurate

100% of buzz read and coded by human analysts

Accurately coded discussion in any market

3

## Actionable

Powerful insights: Purchase drivers and barriers, advocacy, sources of buzz, brand values

4

## Trusted

Global provider of buzz research to leading Fortune 500 companies since 2003

5

## Affordable

Only £699 per brand per month!

20% discount for a 12 months subscription



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For enquiries, contact [v@wavemetrix.com](mailto:v@wavemetrix.com)