

NEWS Release



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The Goal Inc.

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"Consciousness and actual state of Millennials based on considerations from fashion-score figures".

**Millennials with high fashion-score are only 13% of the total.
The annual expenditure of highest fashion-score cluster is over 680,000 yen!**

Thanks to its expertise, fashion professional advertising agency The Goal Inc. ran a survey on the consciousness and behavior of Millennials* towards fashion and luxury brands. The survey is summarized in "Consciousness and actual state of Millennials based on considerations from fashion-score figures" report.

*Millennial generation in this survey covered male and female 18-34 years old.

Survey summary

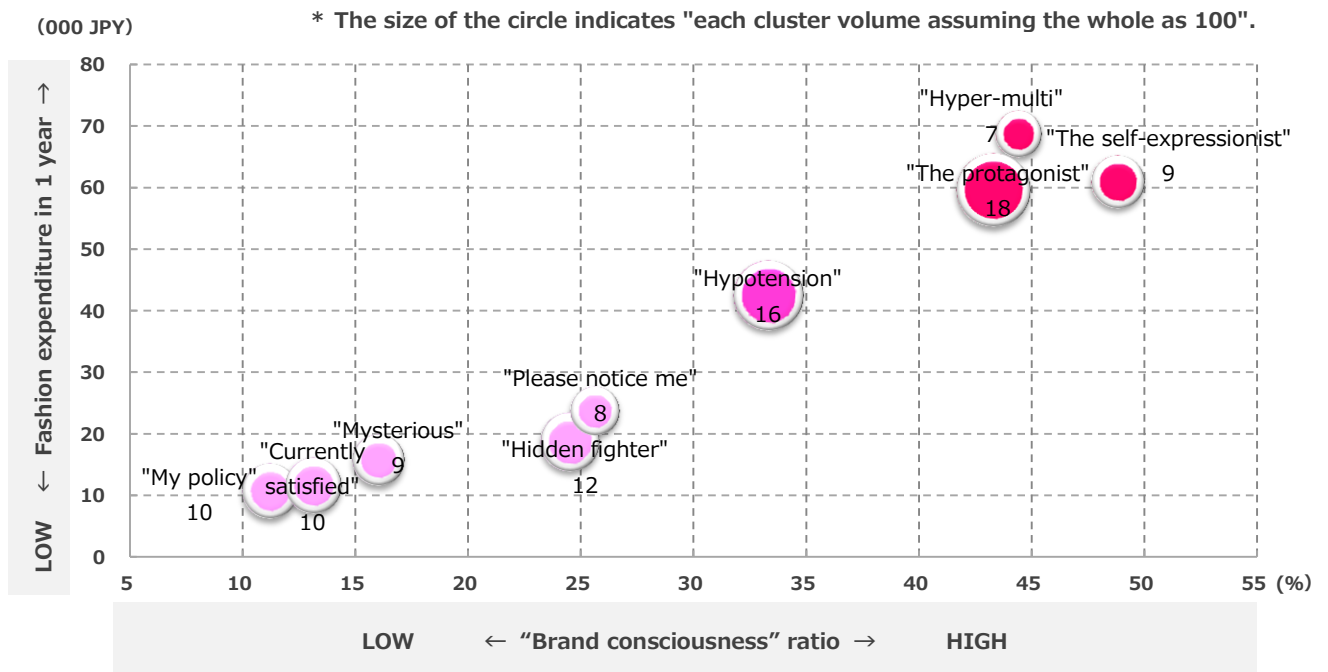
Area	: nationwide
Period	: August 2018
Screening survey	: Based on population ratio of nationwide Millennials (18-34 y/o, male and female). 27,167 samples
Main survey	: Based on "purchase amount and purchase frequency of fashion items" and "fashion consciousness" data acquired from the screening survey. 2,726 samples

In conducting the survey, we set our own "fashion score" which is based on 3 indexes: fashion purchase amount, fashion purchase frequency and fashion brand consciousness. We further analyzed using other 113 indexes related to lifestyle and media, and divided Millennial category in the 9 clusters below.



"The protagonist" Millennial	"Hypotension" Millennial	"Hyper-multi" Millennial	"My policy" Millennial	"Currently satisfied" Millennial	"Mysterious" Millennial	"Hidden fighter" Millennial	"Please notice me" Millennial	"The self-expressionist" Millennial
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Millennial clusters MAP



For example, the annual fashion purchase amount of "Hyper-multi" (HM) Millennial (n=198) is 688,000 yen in total, and compared to the overall Millennial category (n=27,167) of this survey it exceeded by 10,000 yen showing a strong fashion consumption power.

“Hyper-multi” (HM) Millennial: annual fashion purchase amount by item category



HM ¥145,656

Overall ¥47,365



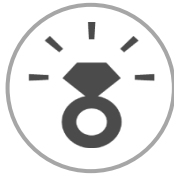
HM ¥124,520

Overall ¥25,725



HM ¥135,535

Overall ¥22,966



HM ¥133,943

Overall ¥18,099



HM ¥148,115

Overall ¥19,412

Based on these analytical data, The Goal will provide the following consulting services to support your customer strategy planning.

- In-depth analysis of Millennials' consciousness and actual state towards fashion and brands.
- Support for setting the proper "strategy target" from brand's perspective.
- Planning and execution of customizable surveys (quantitative and qualitative) according to client's tasks and requests.

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