

Japanese turning to cynicism

# How to win in the age of distrust

21 February 2019



**RISKYBRAND®**  
BEAUTIFUL  
BREAKTHROUGH

# about RISKYBRAND

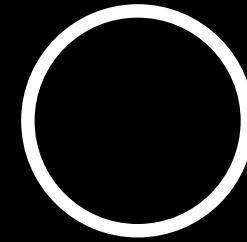
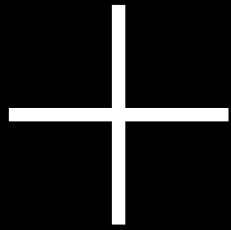
<https://www.riskybrand.com/>



# Brand consulting since 2001



# BEAUTIFUL BREAKTHROUGH



RESEARCH

STRATEGY

DESIGN

# I. The shift to Cynicism

II. Seven minds of Cynicism

III. How to work through



# Digging into...

Why people buy

What people buy

# MINDVOICE®



MIND

LIFESTYLE

BEHAVIOR

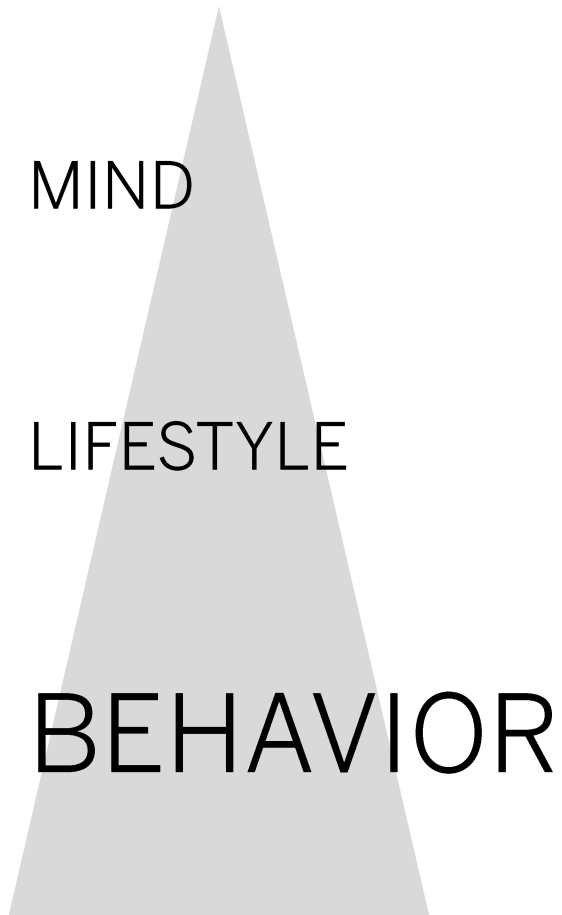
2008-2018

Quantitative Survey Online

Aged 15-64 Men/Women

4,000+ respondents (year)

# MINDVOICE®

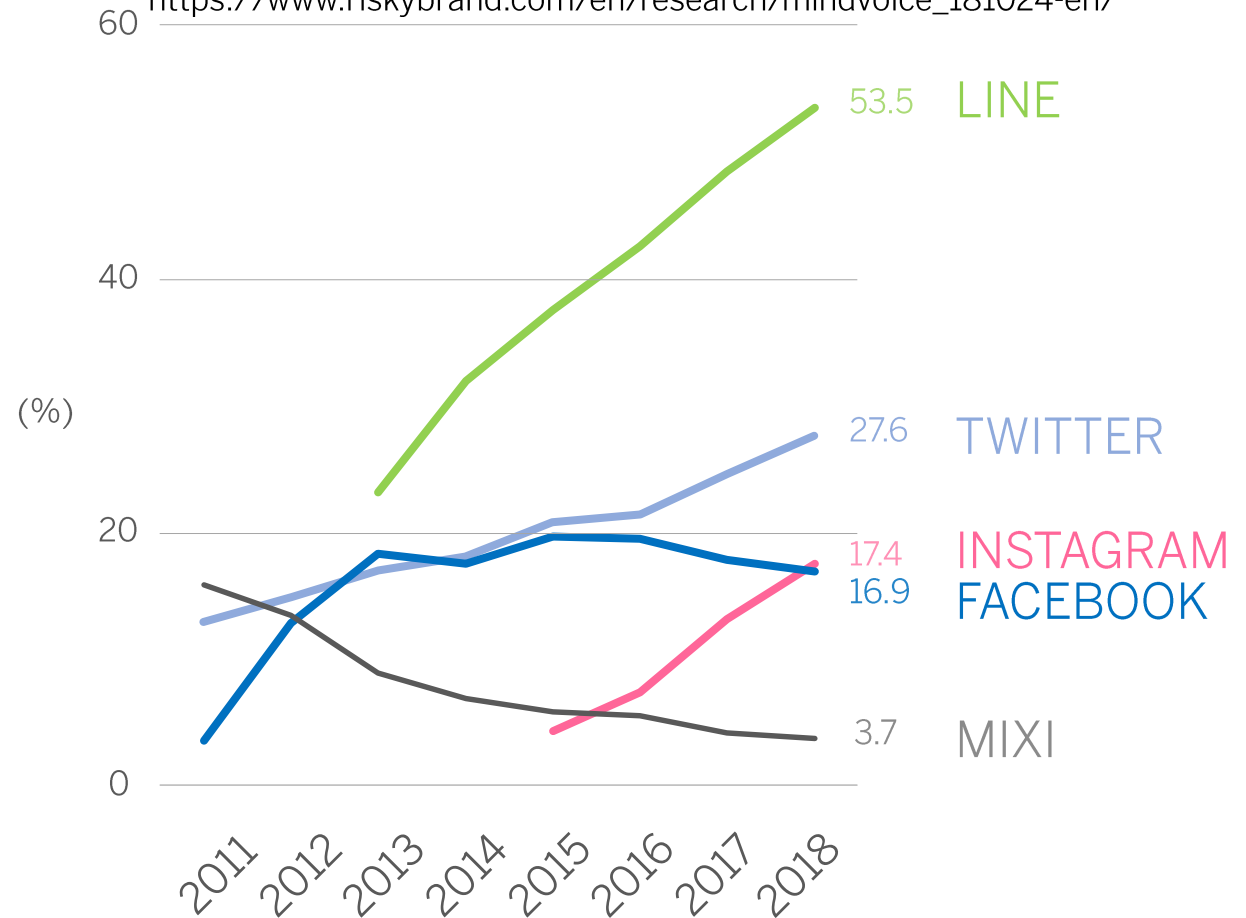


Such as...

- Tech
- Cars
- SNS**
- Cosmetics
- Workplace

## Trends of Active Users by main Social Media

[https://www.riskybrand.com/en/research/mindvoice\\_181024-en/](https://www.riskybrand.com/en/research/mindvoice_181024-en/)

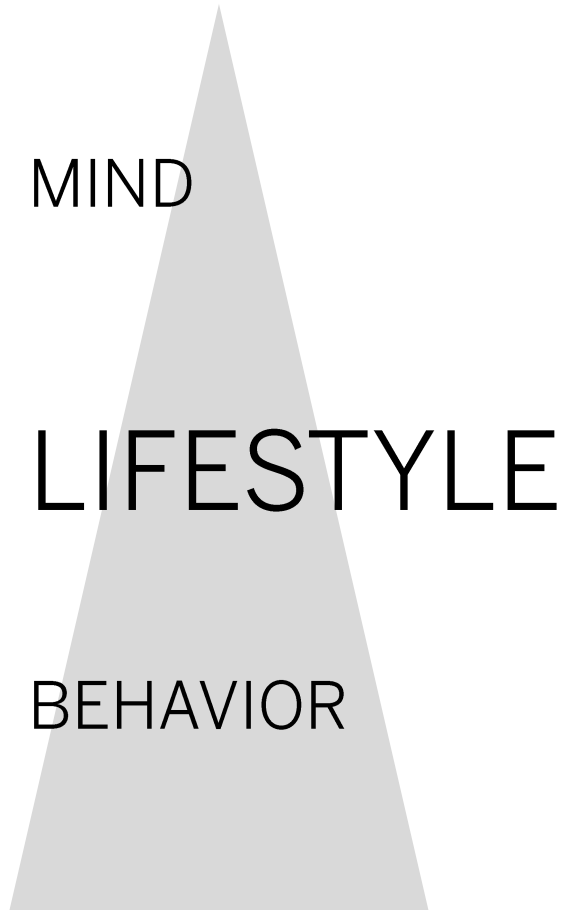






<https://www.riskybrand.com/en/research-topic/mindset-en/>

## 6 Lifestyle Segment



### LIBERAL ---->

ACHIEVER



COCOONER



THINKER



SHOWA



WHATEVER



Personality	<b>Free-thinker (+18pt.)</b>
Interest	<b>Reading (+23pt.)</b>
Caring about	<b>Raw materials / Ingredients (+15pt.)</b>
Want to feel	<b>Intellectually exciting(+18pt.)</b>
Favorite image	<b>Clean lines and shapes (+21pt.)</b>
Favorite music	<b>Jazz (+17pt.)</b>
Reason to work	<b>Positive social impact (+6pt.)</b>
SNS	<b>YouTube (+20pt.)</b>

NB : ( ) indicates the difference in answers with the sample average (N = 4000, aged 15-64 yrs. old )



<https://www.riskybrand.com/en/research-topic/method-en/>

## 41 mind batteries (2008-2018)

that help us to develop brand/product concept



- Risk taking
- Identity
- Sociability
- Wittiness
- Sentimentalism
- Optimism
- Simplicity
- Design consciousness
- Affluence
- Creativity
- Preference for planning
- Logical thinking
- Love for mechanics
- Digital savviness
- Pursuit of meaning
- Intellectuality
- Living for today
- Taste for thrills
- Prestige
- Novelty seeking
- Fashion sense
- Appearance
- Global perspective
- Social responsibility
- Touch and feel
- In tune with nature
- Humility
- Enjoyment of difference
- Anti status symbol
- Self-effacing
- Treat-seeking
- Entrusting
- Emotional thinking
- Victim mentality
- Go-with-the-flow
- Conventionality
- Traditional gender ideology
- Individualism
- Need for isolation
- Self-confidence
- Acceptance of life paradox

# The XY axis came from 41 mind batteries via Principal Component Analysis

## cf. Principal Component Analysis

Principal component analysis (PCA) simplifies the complexity in high-dimensional data while retaining trends and patterns.

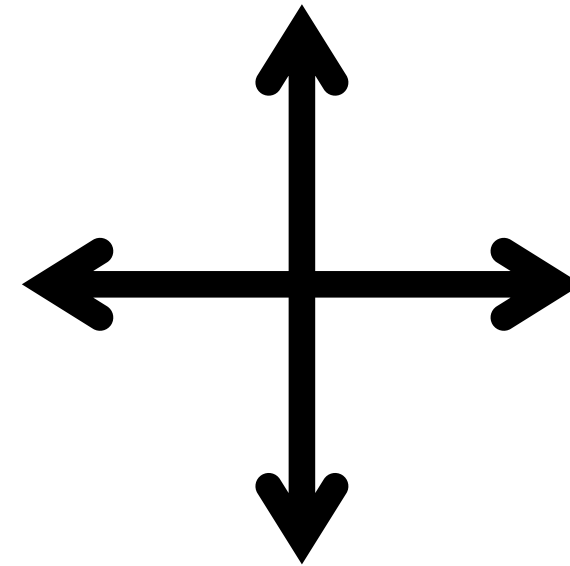
It does this by transforming the data into fewer dimensions, which act as summaries of features.

## Active Citizenship

- Social responsibility
- Fashion sense
- Enjoyment of difference
- Emotional thinking
- Global perspective

## Think Deeply

- Logical thinking
- Pursuit of meaning
- Intellectuality
- Love for mechanics
- Digital savviness



## Live in the Moment

- Prestige
- Trend-spotting
- Living for today
- Fashion sense
- Appearance

## Keep Distance from Society

- Need for isolation
- Individualism
- Longing for soul-healing
- Neediness
- Traditional gender ideology



# Consumer Value change



Active Citizenship

Think Deeply

Live in the Moment

2008

2008  
N=4,155

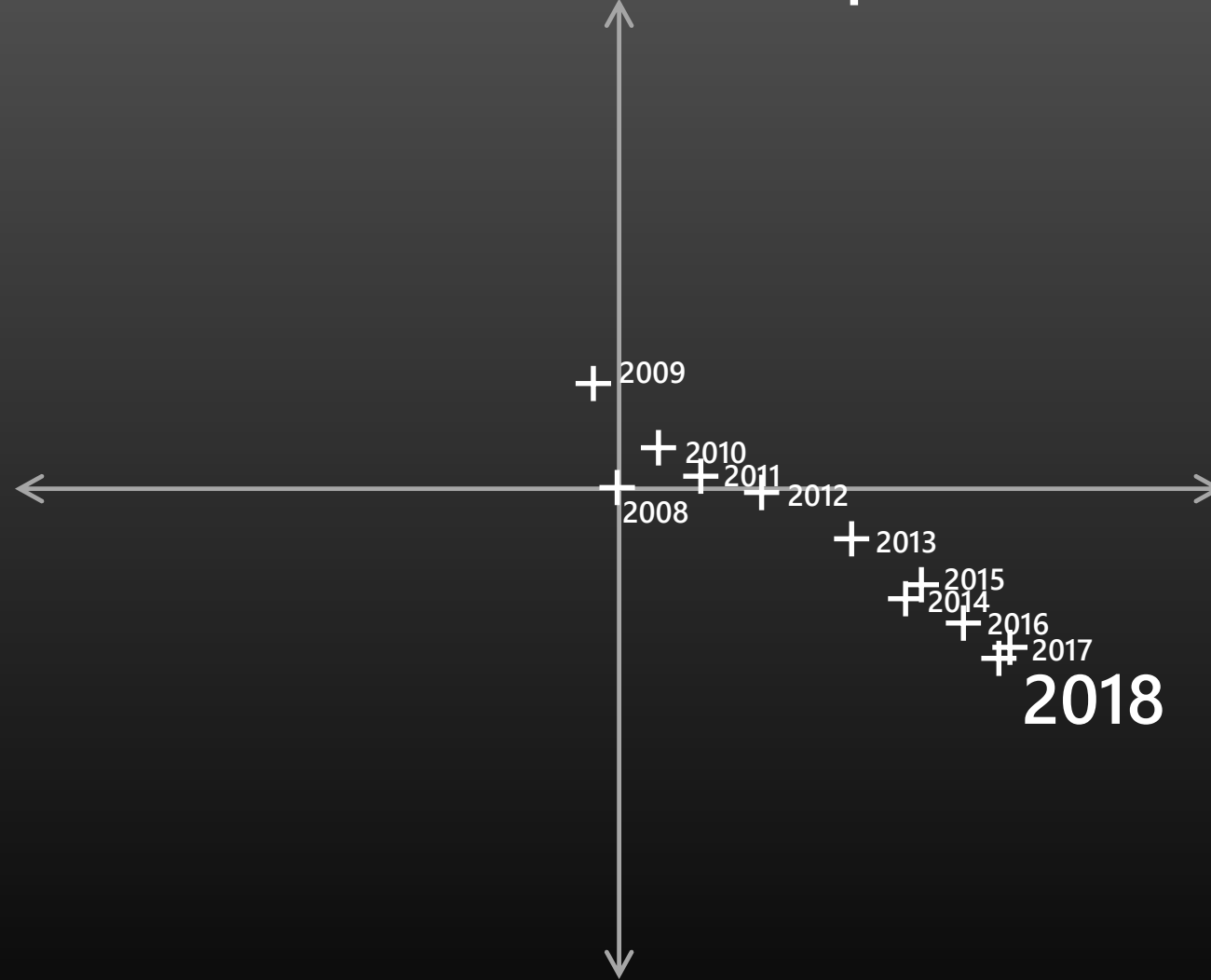
Keep Distance from Society

# Consumer Value change

Active Citizenship



Think Deeply



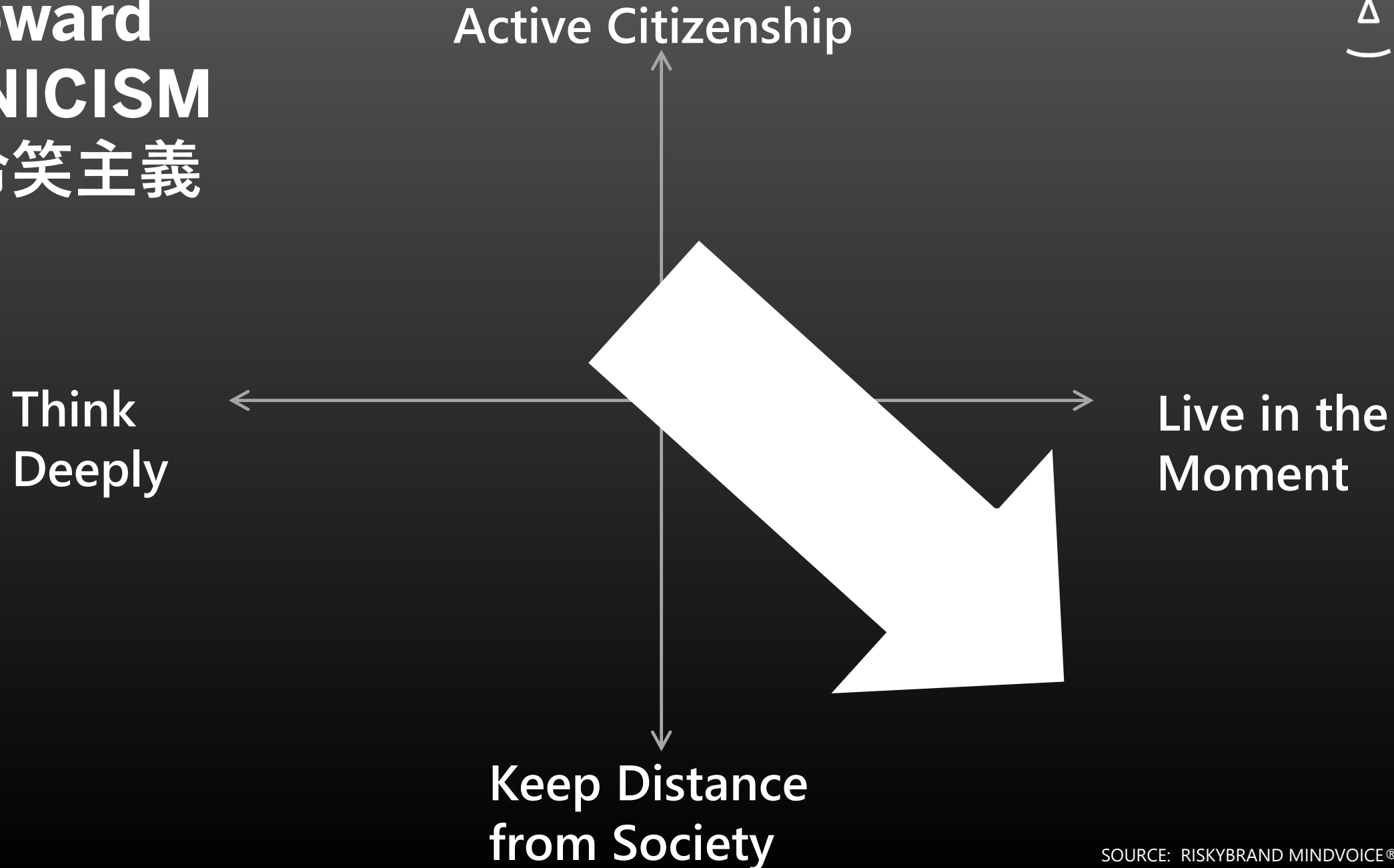
Live in the Moment

2008	N= 4,155
2009	N= 4,056
2010	N= 4,048
2011	N= 4,028
2012	N= 4,181
2013	N= 4,267
2014	N= 4,239
2015	N= 4,272
2016	N= 4,367
2017	N= 4,361
2018	N= 4,395

Keep Distance from Society

2018

...toward  
**CYNICISM**  
≡ 冷笑主義

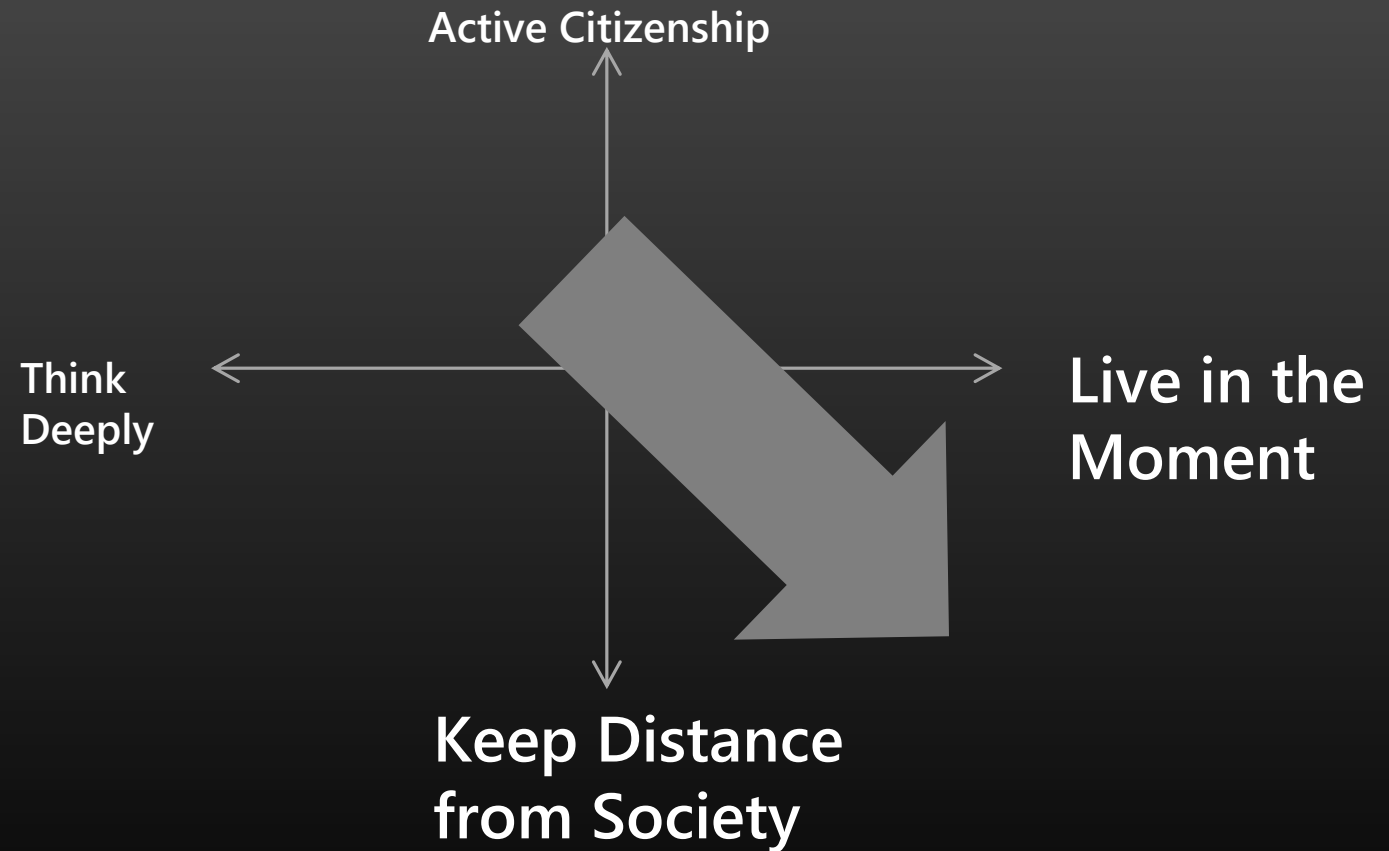


# CYNICISM



“An attitude of distrust toward claimed ethical and social values and a rejection of the need to be socially involved”

Navia, Luis E. (1999).  
The Adventure of Philosophy. p. 141.



I. The shift to Cynicism

## II. **Seven minds of Cynicism**

III. How to work through





# 7 minds of cynicism



Indifference to others

Relationship skepticism

Dilution of emotions

Risk-aversion

Living for today

Luxury goes mainstream

Anti-Status symbol

# Indifference to others



## Indifference to others

Relationship skepticism

Dilution of emotions

Risk-aversion

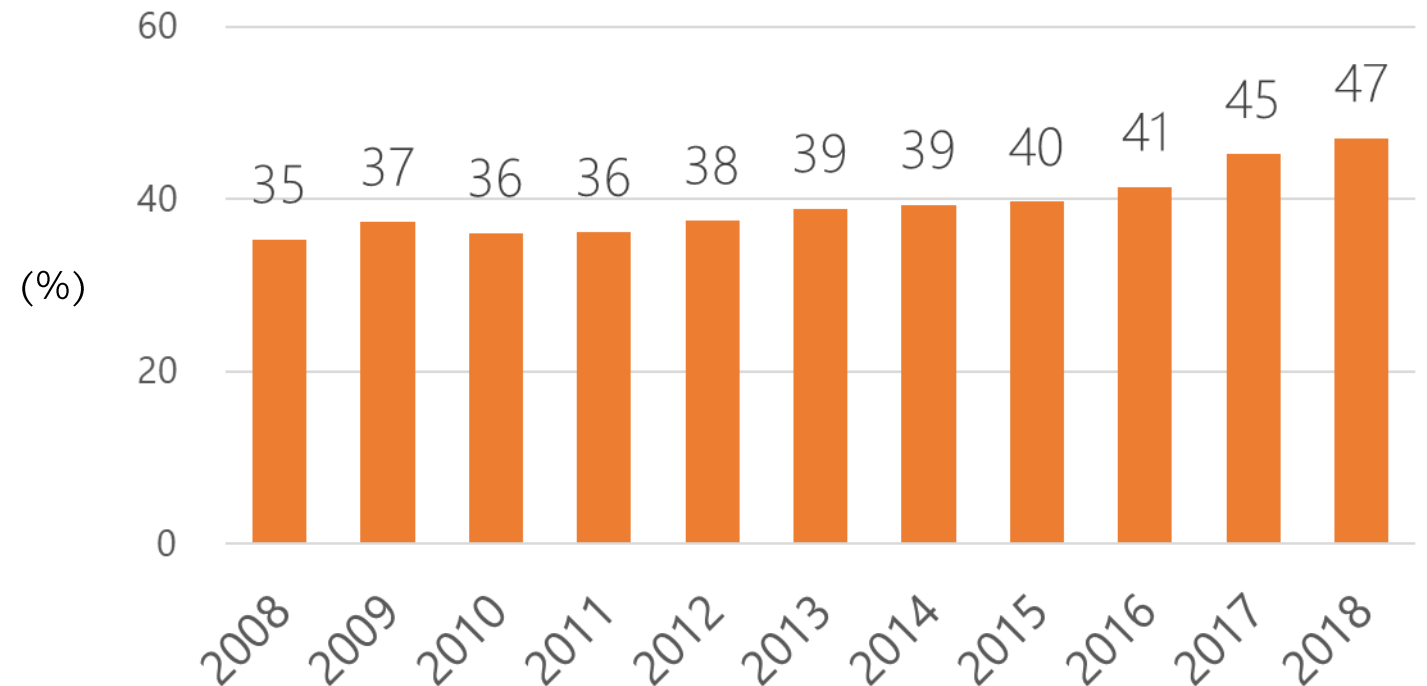
Living for today

Luxury goes mainstream

Anti-Status symbol

“I don't think that the lifestyle or circumstances of others has any bearing on my own”

Q. 他人がどうなろうと、どうい生活方をしようと自分には、全く無関係だと思う

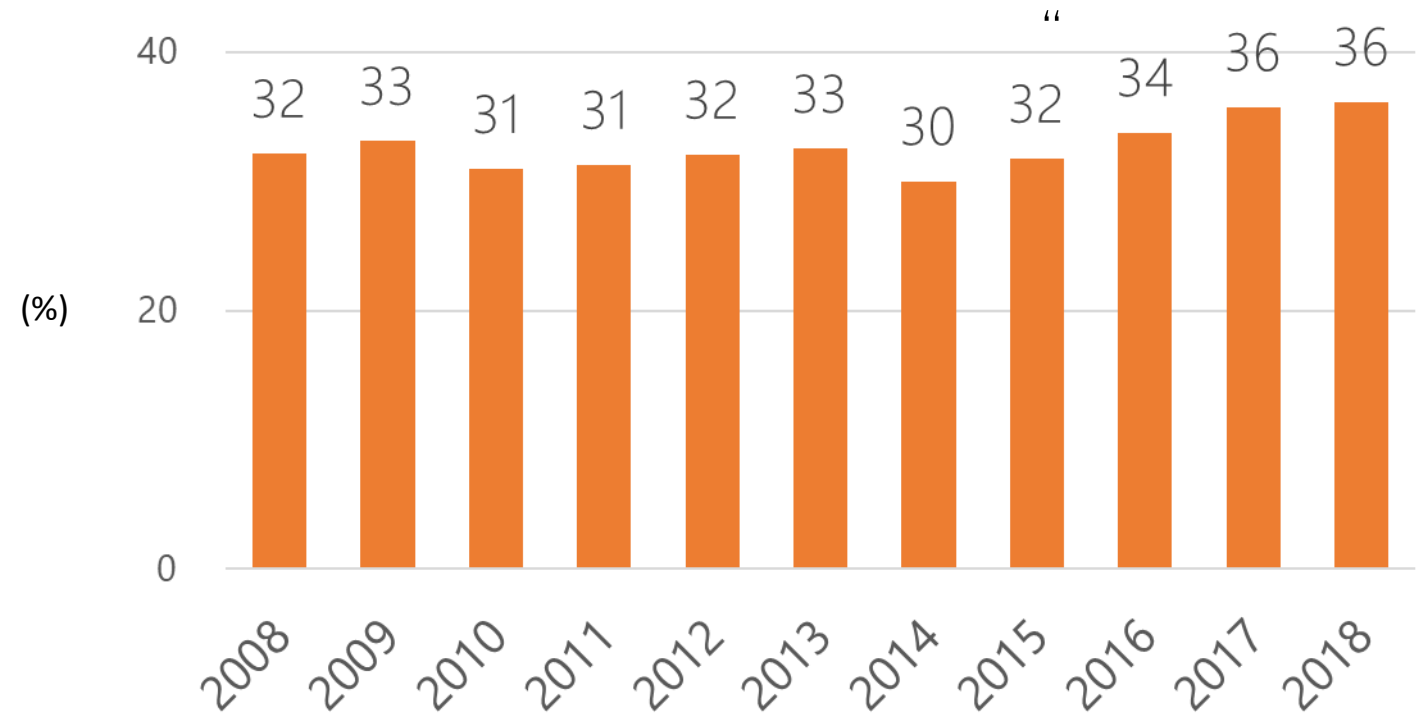


# Relationship skepticism



“I feel the people around me don't understand me well, and therefore judge me unfairly”

Q. 周りの人は自分のことを理解しておらず、正しく評価されていないと感じる



Indifference to others

## Relationship skepticism

Dilution of emotions

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Anti-Status symbol

# Dilution of emotions



Indifference to others

Relationship skepticism

## Dilution of emotions

Risk-aversion

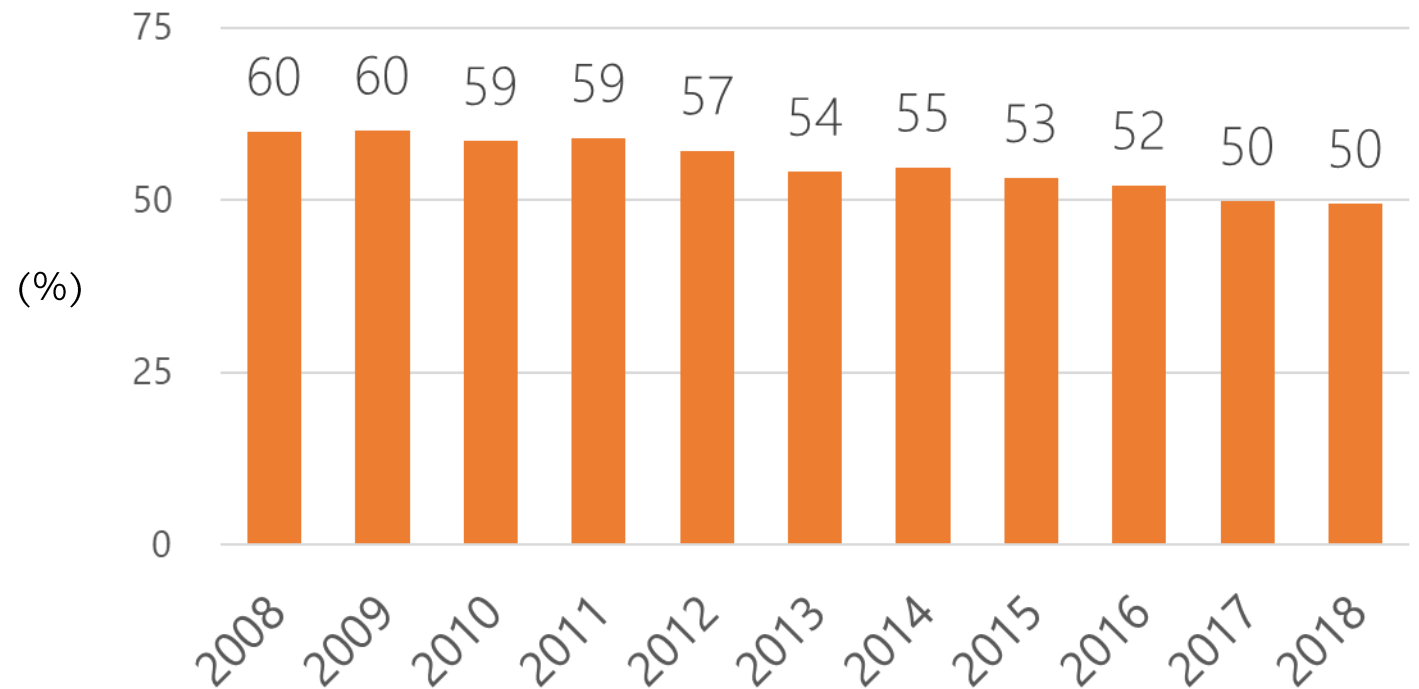
Living for today

Luxury goes mainstream

Anti-Status symbol

## “I am easily moved to emotion.”

Q. 何かにつけ、よく感動する方だ

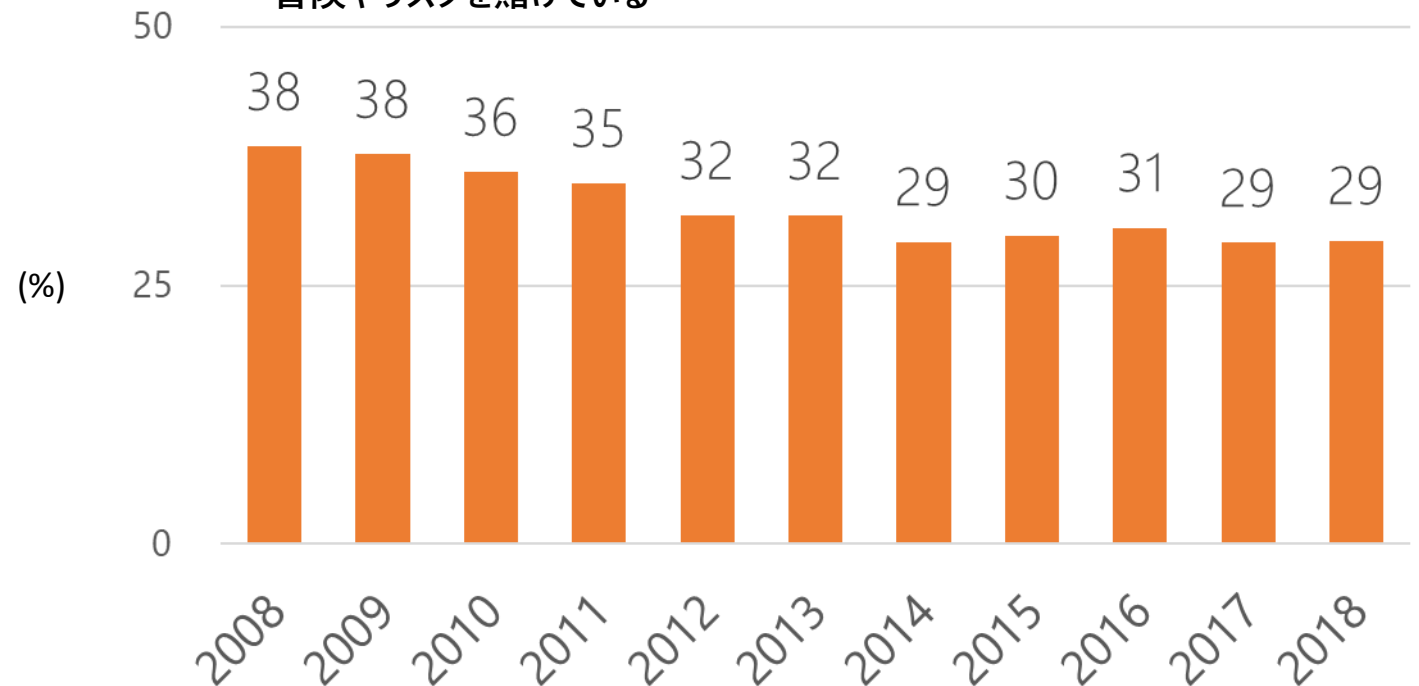


# Risk-aversion



“I'm willing to take risks to accomplish what I want, regardless of what others may think.”

Q. 他人からどう評価されようが、自分のやりたいことを実現するために、相当の冒険やリスクを賭けている



Indifference to others

Relationship skepticism

Dilution of emotions

## Risk-aversion

Living for today

Luxury goes mainstream

Anti-Status symbol

# Living for today



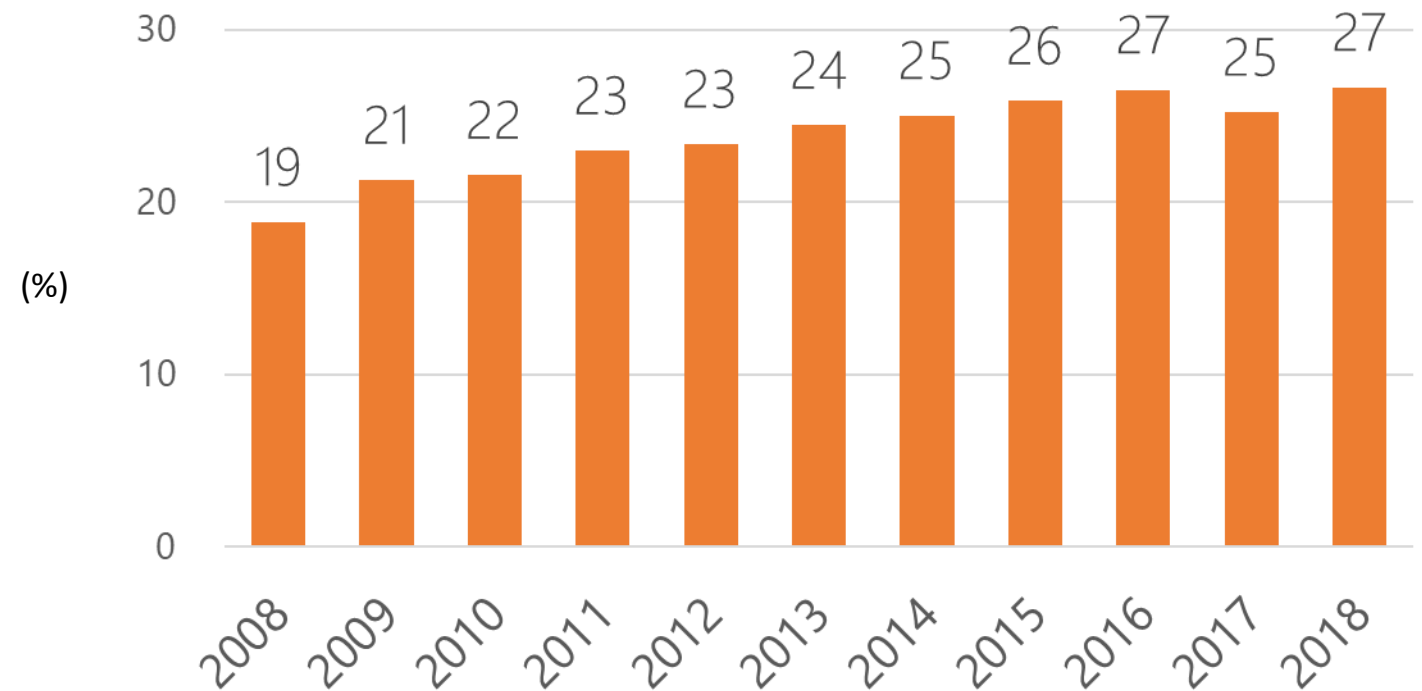
- Indifference to others
- Relationship skepticism
- Dilution of emotions
- Risk-aversion

## Living for today

- Luxury goes mainstream
- Anti-Status symbol

“I do not worry about tomorrow as long as I am enjoying myself now.”

Q. 明日がどうなろうと、今が楽しければそれで構わない



# Luxury goes mainstream



Indifference to others

Relationship skepticism

Dilution of emotions

Risk-aversion

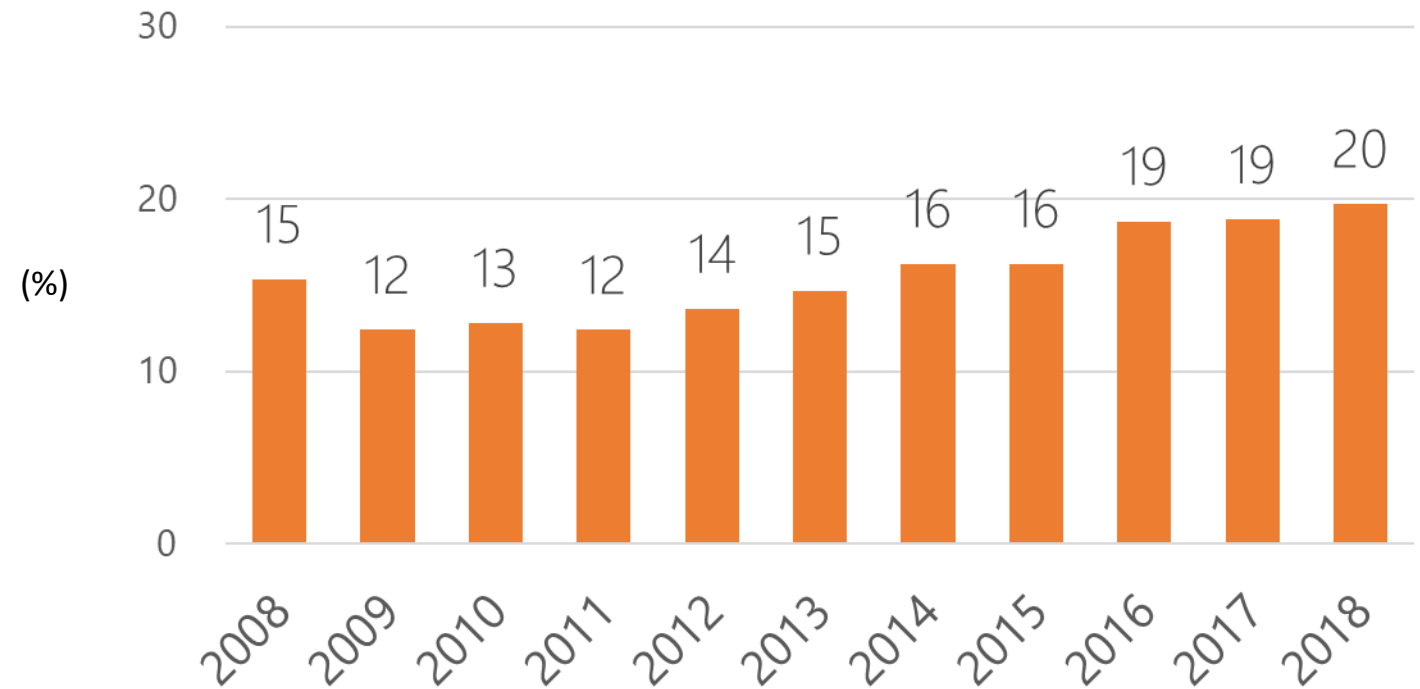
Living for today

**Luxury goes mainstream**

Anti-Status symbol

“I tend to wear expensive and prestigious items.”

Q. 値段の高いものや高級なものを身に付けることが多い



# Anti-Status symbol

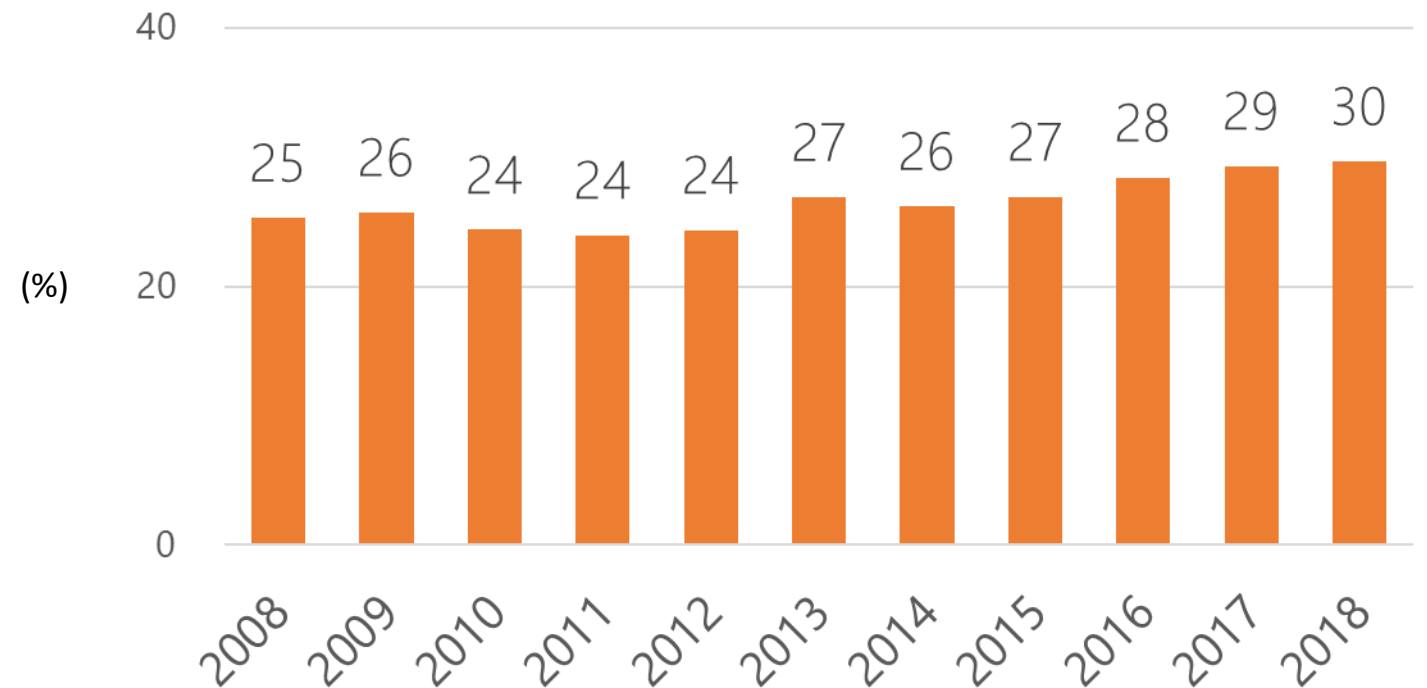


“I think that wearing status symbols is the sign of an unsophisticated person.”

Q. ステイタスシンボルを身につけるのは知性のない人の特徴だと思う

- Indifference to others
- Relationship skepticism
- Dilution of emotions
- Risk-aversion
- Living for today
- Luxury goes mainstream

## Anti-Status symbol





- I. The shift to Cynicism
- II. Seven minds of Cynicism

### **III. How to work through**





# #1

**Craft  
True Tales**

# #2

**Make  
Enemies**

# #3

**Embrace the  
New Luxury**

# #1

# Craft True Tales



# The Limits Of Promotion



Promotion

Story

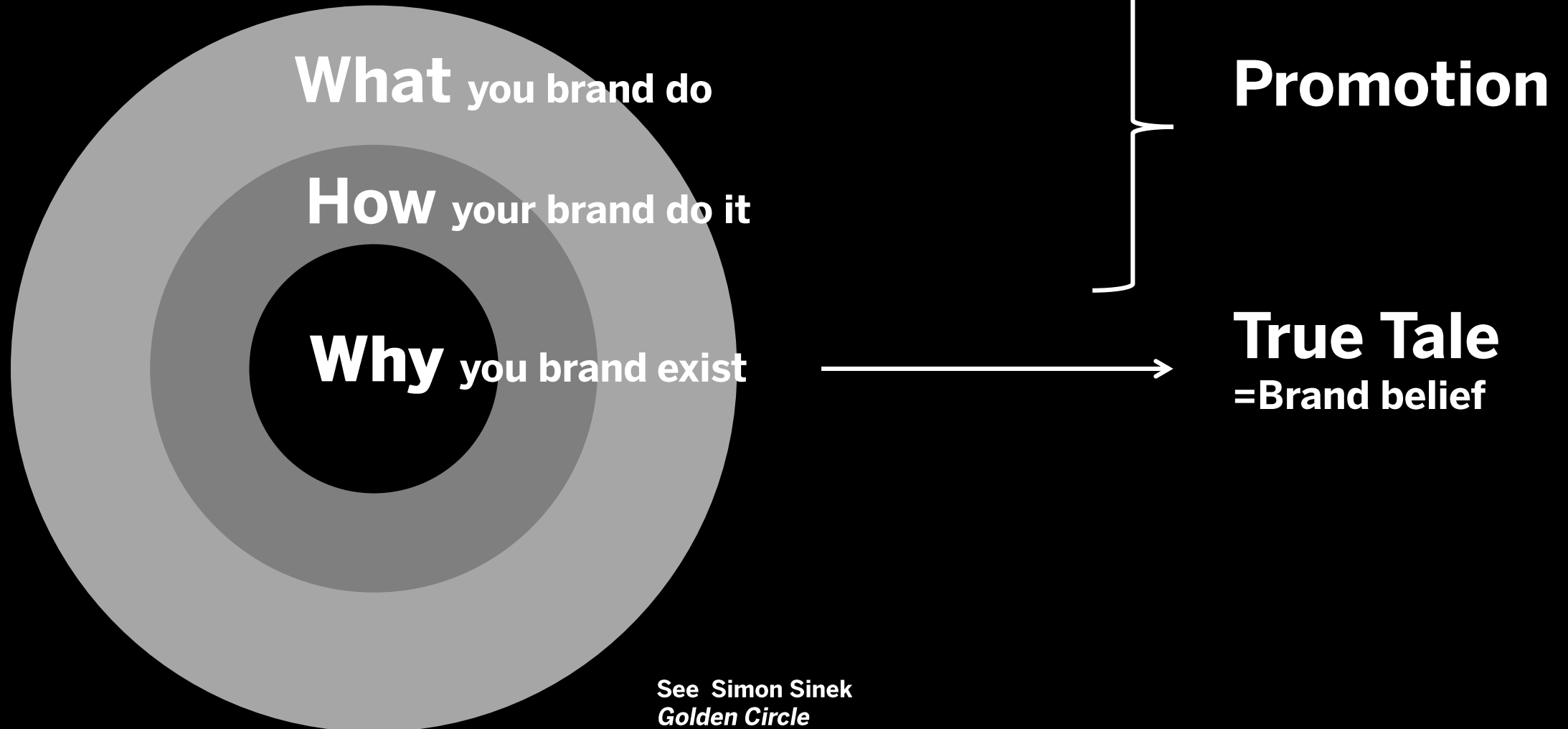
Consumers have  
learned to question  
or ignore it

**Bypass rational filters**

**Shareable**

**Hard to copy**

# The return of Tales



# 4 rules of True x Tales



**Shift the  
spotlight**

**Own  
'Different'**

**Portray  
a lifestyle**

**Get real**

**#2**  
**Make**  
**enemies**



# The limits of **Neutrality**



Neutral..... Lame?

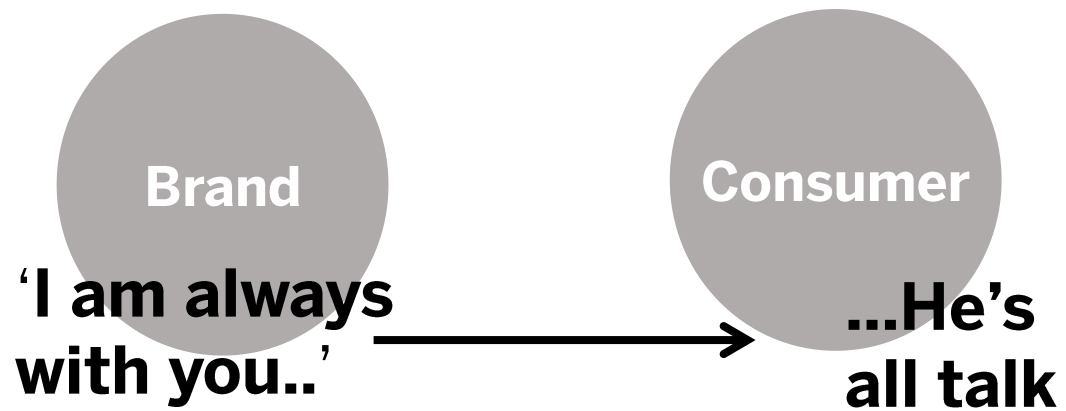
Beauty Beast Baby...Blasé.



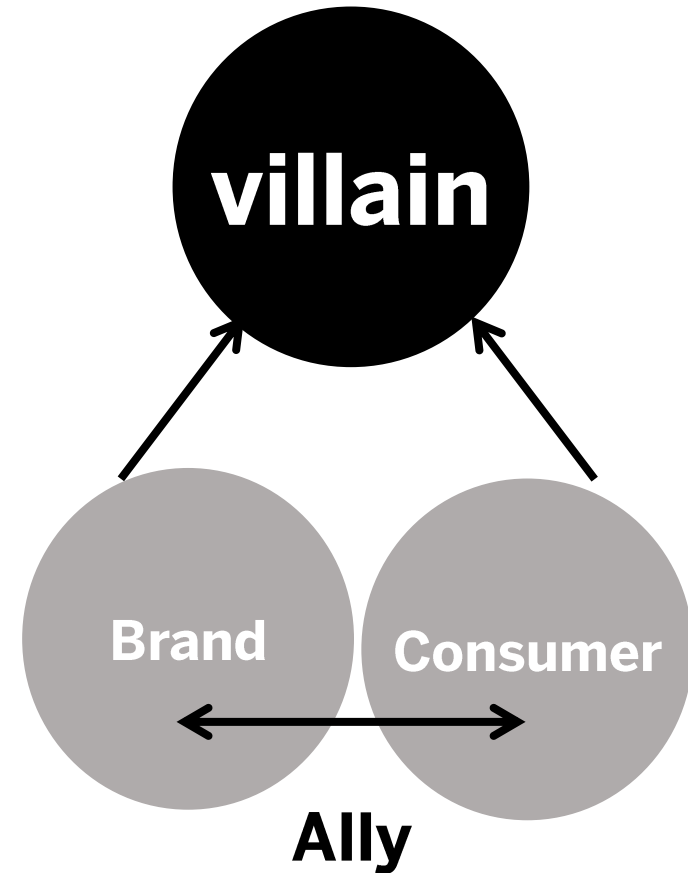
# Find your villain



Story A



Story B



# Find your villain



Sample advertisements e.g.

Godiva stands against

**Obligatory gifting**

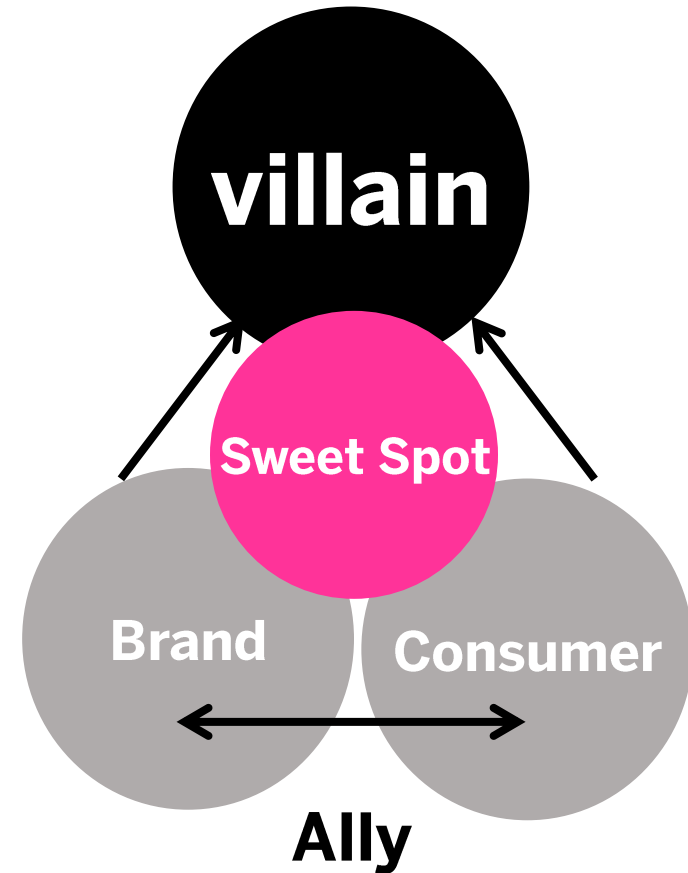
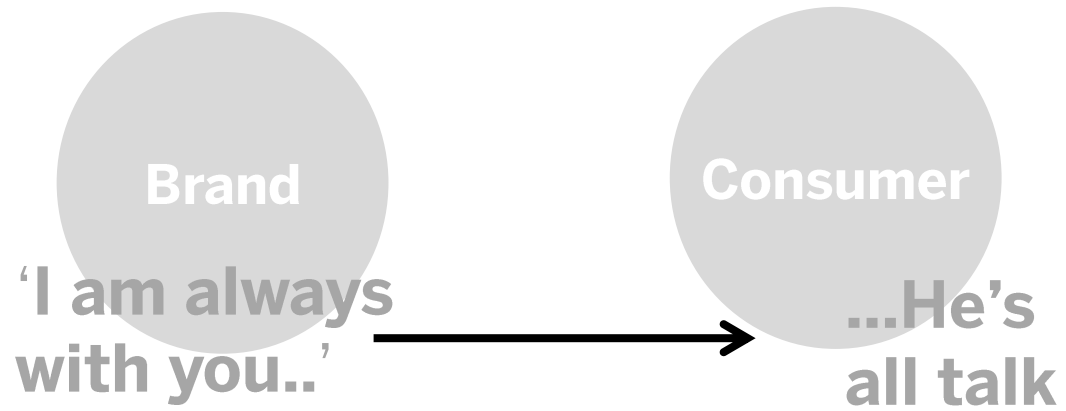
Shiseido stands against

**Stereotype idea for LGBT**

Pantene stands against

**Uniformity**

# How to start



#3

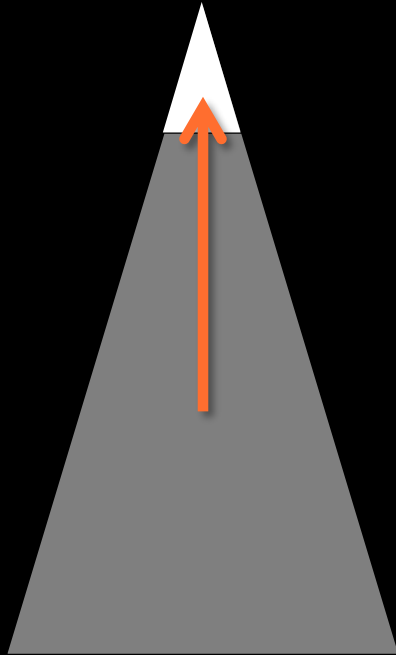
**Embrace the  
new Luxury**



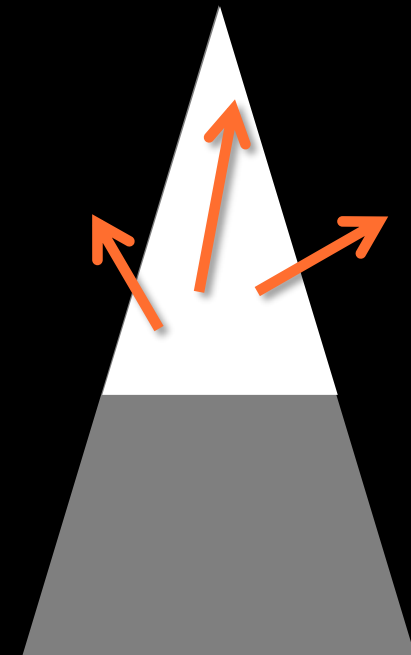
# The limits of Status



EXPRESSION OF  
STATUS



EXPRESSION OF  
SELFHOOD



# The limits of Status



## Passenger Car Sales in Japan

	Domestic Make Total	Imported Make Total	JEEP	LAND ROVER	MASERATI	LAMBOR- GHINE
2008	2,581K	219K	2,352	983	580	142
2018	2,529K	366K	11,438	3,972	1,453	543
<b>2008 =100</b>	<b>98</b>	<b>167</b>	<b>486</b>	<b>404</b>	<b>251</b>	<b>382</b>

# Towards a New Luxury



~80s

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CONSPICUOUS  
LUXURY

**To display  
Status**

90-10s

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CONNOISSEUR  
LUXURY

**To display  
Knowledge**

20s (NEW LUXURY)

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TRANSFORMATIVE  
LUXURY

**For  
Enlightenment**

# Digging into...



Why people buy

What people buy



# Thank you!

RISKYBRAND INC.

Email : [info@riskybrand.com](mailto:info@riskybrand.com)

[www.riskybrand.com](http://www.riskybrand.com)

