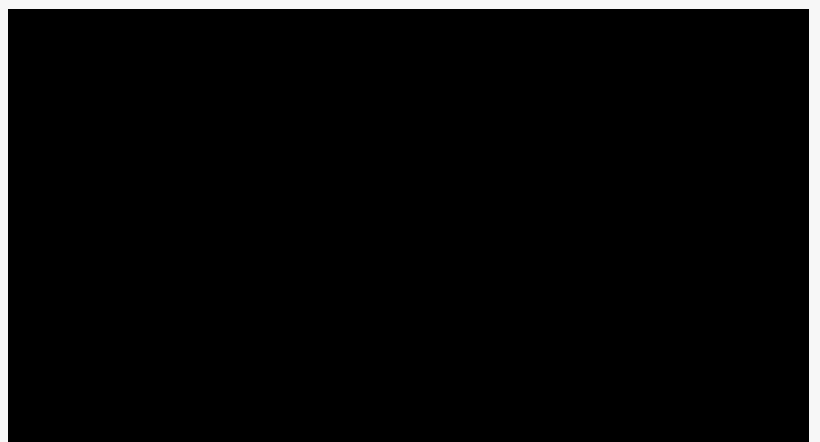


Looking Back on 20 Years of Brand Ranking in Japan: Nikkei Research Brand Strategy Survey 2022

Nikkei Research Inc.'s annual Brand Strategy Survey evaluates the corporate brand equity of 600 notable companies in Japan, chosen from various industries

TOKYO, JAPAN, November 9, 2022 /EINPresswire.com/ -- Nikkei Research Inc. has released its annual Brand Strategy Survey for the year 2022, which is the 20th such survey since 2003. The survey evaluates the corporate brand equity of 600 notable companies in Japan, chosen from various industries. A total of about 90,000 responses were collected.



□CHART□

This year, Apple Japan took the top position for the fourth consecutive year. Sony Group came in 2nd, while Google was at 3rd place, these latter two companies having exchanged the positions they held last year.

Looking back over the past 20 years, we have discovered that companies that successfully adapt to changing times also perform well in the brand rankings.

□CHERT□

The aim of branding has shifted from attracting customer purchases to placing more emphasis on a corporation's value in society. We found that the awareness of SDGs-related initiatives of a company and the degree of empathy toward that corporation's stance have a clear correlation. Moreover, it was also revealed that empathy impacts a company's profitability. We measured the people's willingness to buy a product/service from a brand even if the price was higher than other options—the "price premium." Needless to say, the "empathizers" are more likely to respond favorably to a brand with a higher price premium. Further, we ran a factor analysis using the similarity coefficient (the Jaccard index) involving "empathy" and "brand image." Brands were categorized into four groups, allowing us to explore the factors that link to empathy with a

brand.

More details of the results are available at the link below.

Continue reading.

<https://www.nikkei-r.co.jp/english/column/8715>

Related articles

Corporate Brand Ranking in Japan: Nikkei Research Brand Strategy Survey 2021

https://www.nikkei.co.jp/nikkeiinfo/en/global_services/nikkei-research/corporate-brand-ranking-in-japan-nikkei-research-brand-strategy-survey-2021.html

Apple and Sony Tie for Top Position: Ranking of 600 Brands in Japan

https://www.nikkei.co.jp/nikkeiinfo/en/global_services/nikkei-research/apple-and-sony-tie-for-top-position-ranking-of-600-brands-in-japan-2020.html

[A Unique, Effective Method for Targeting Innovators and Early Adopters](#)

[Corporate Communication over Sustainability in Japan](#)

Nikkei SDGs Management Survey: Companies' current sustainability statuses

Public Relations Office

Nikkei Inc.

pr@nex.nikkei.co.jp

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/600108889>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.