Fig.1

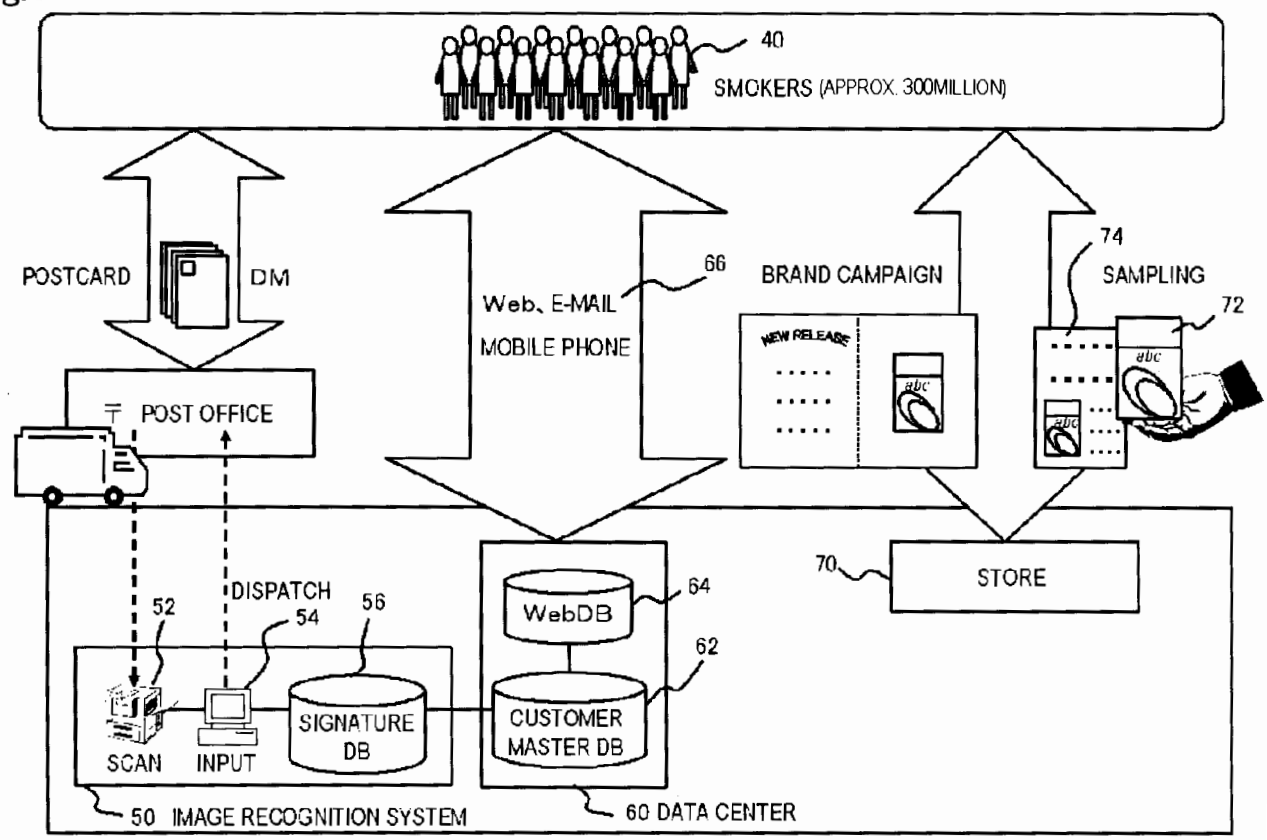

40
SMOKERS (APPROX. 300MILLION)
POSTCARD
DM
〒 POST OFFICE
Web、E-MAIL
MOBILE PHONE
66
BRAND CAMPAIGN
NEW RELEASE
74
SAMPLING
72
DISPATCH
52
54
56
SCAN
INPUT
SIGNATURE DB
WebDB
64
62
CUSTOMER MASTER DB
70
STORE
50 IMAGE RECOGNITION SYSTEM
60 DATA CENTER

Fig.2

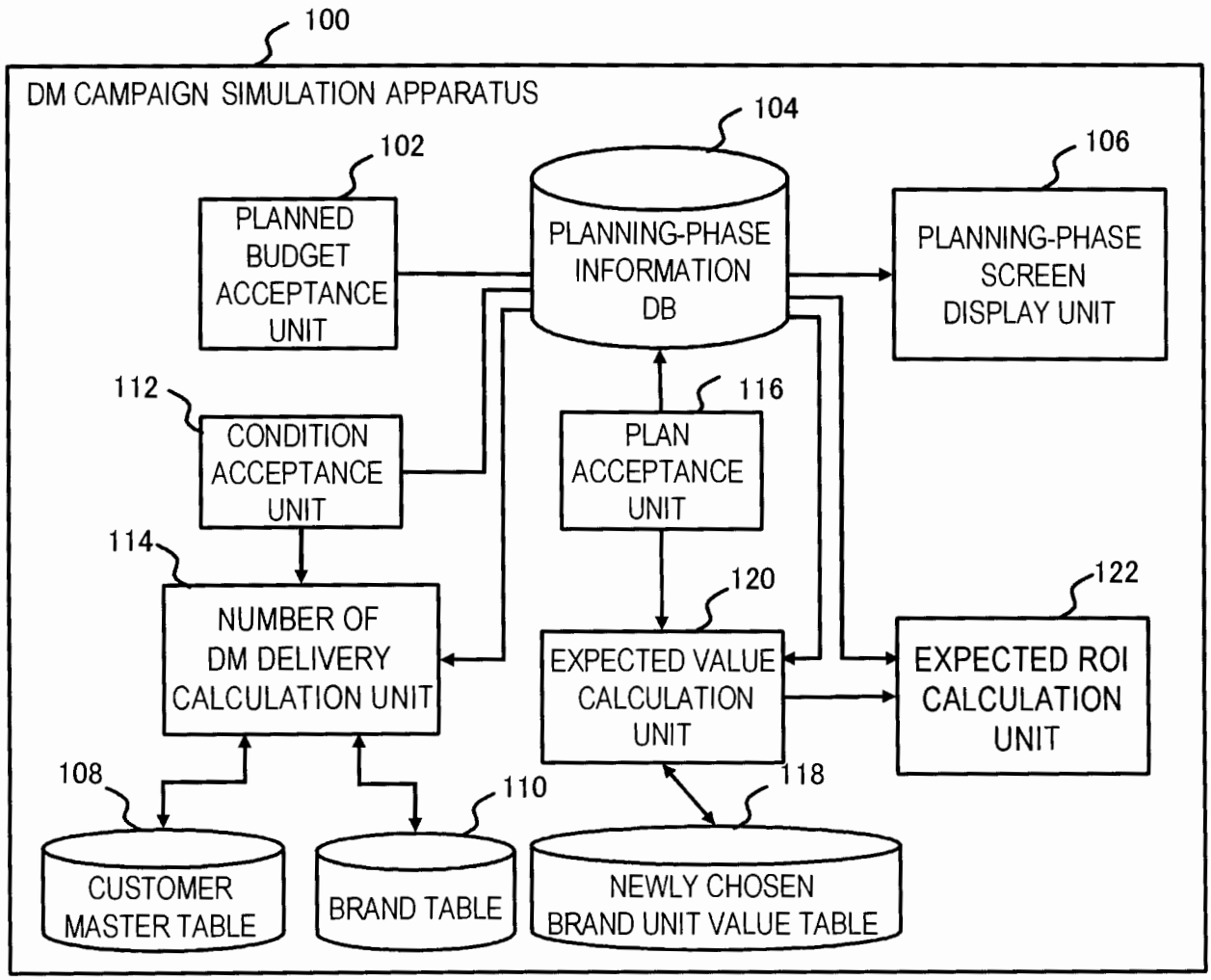

100
DM CAMPAIGN SIMULATION APPARATUS
102
PLANNED BUDGET ACCEPTANCE UNIT
104
PLANNING-PHASE INFORMATION DB
106
PLANNING-PHASE SCREEN DISPLAY UNIT
112
CONDITION ACCEPTANCE UNIT
116
PLAN ACCEPTANCE UNIT
114
NUMBER OF DM DELIVERY CALCULATION UNIT
120
EXPECTED VALUE CALCULATION UNIT
122
EXPECTED ROI CALCULATION UNIT
108
CUSTOMER MASTER TABLE
110
BRAND TABLE
118
NEWLY CHOSEN BRAND UNIT VALUE TABLE

Fig.3

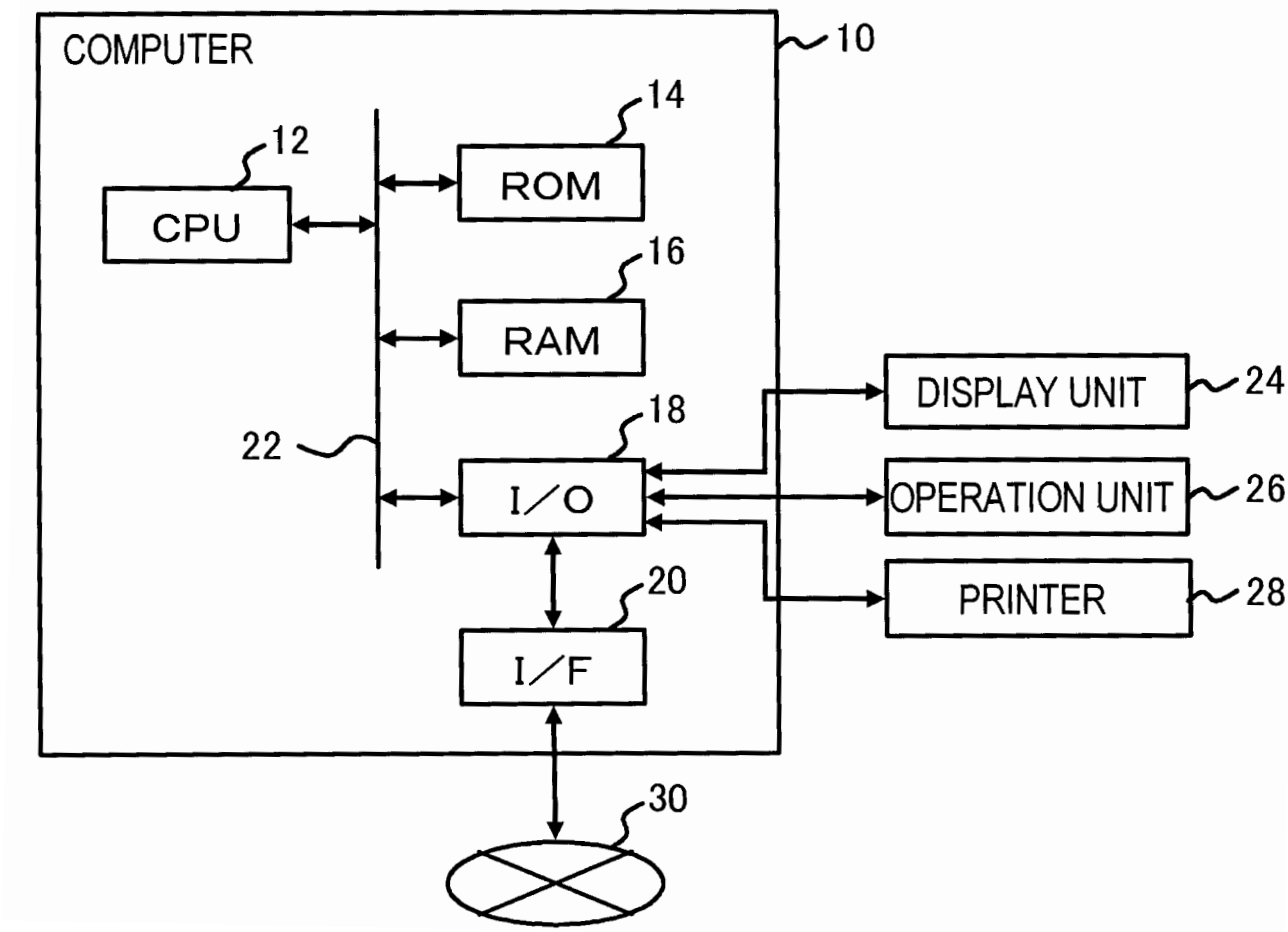

COMPUTER
10
14
12
ROM
CPU
16
RAM
DISPLAY UNIT
24
18
22
I/O
OPERATION UNIT
26
20
PRINTER
28
I/F
30

Fig.4

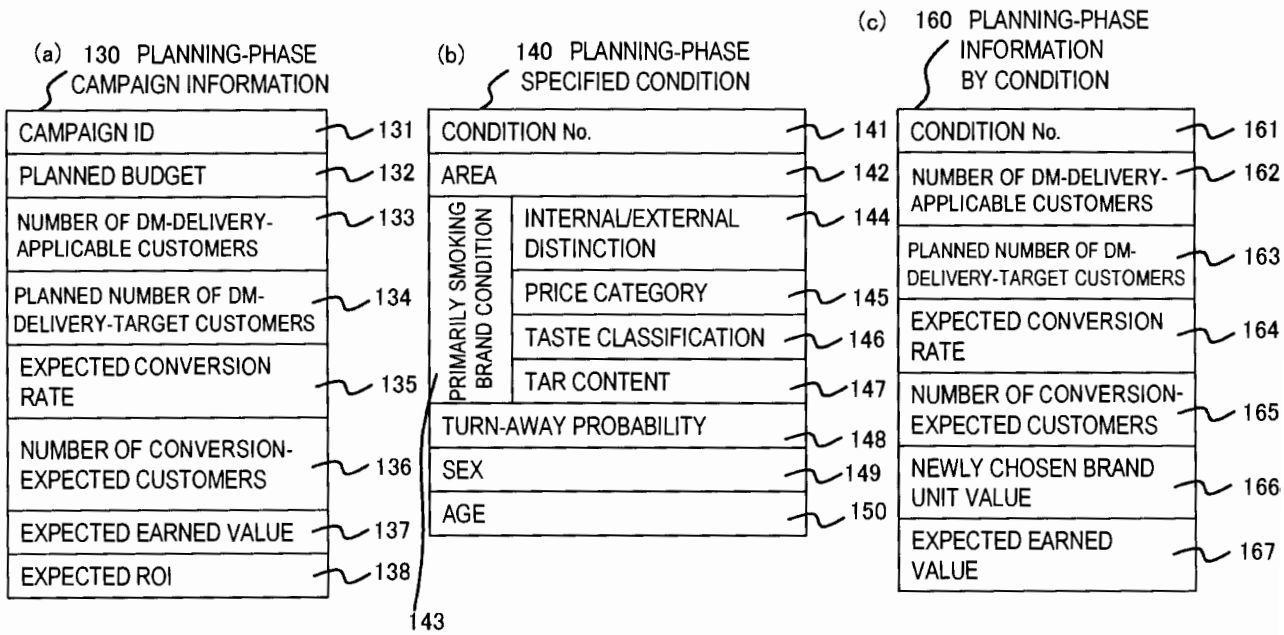

(a) 130 PLANNING-PHASE CAMPAIGN INFORMATION
CAMPAIGN ID
131
PLANNED BUDGET
132
NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
133
PLANNED NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
134
EXPECTED CONVERSION RATE
135
NUMBER OF CONVERSION-EXPECTED CUSTOMERS
136
EXPECTED EARNED VALUE
137
EXPECTED ROI
138
(b) 140 PLANNING-PHASE SPECIFIED CONDITION
CONDITION No.
141
AREA
142
PRIMARILY SMOKING BRAND CONDITION
INTERNAL/EXTERNAL DISTINCTION
144
PRICE CATEGORY
145
TASTE CLASSIFICATION
146
TAR CONTENT
147
TURN-AWAY PROBABILITY
148
SEX
149
AGE
150
143
(c) 160 PLANNING-PHASE INFORMATION BY CONDITION
CONDITION No.
161
NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
162
PLANNED NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
163
EXPECTED CONVERSION RATE
164
NUMBER OF CONVERSION-EXPECTED CUSTOMERS
165
NEWLY CHOSEN BRAND UNIT VALUE
166
EXPECTED EARNED VALUE
167

Fig.5

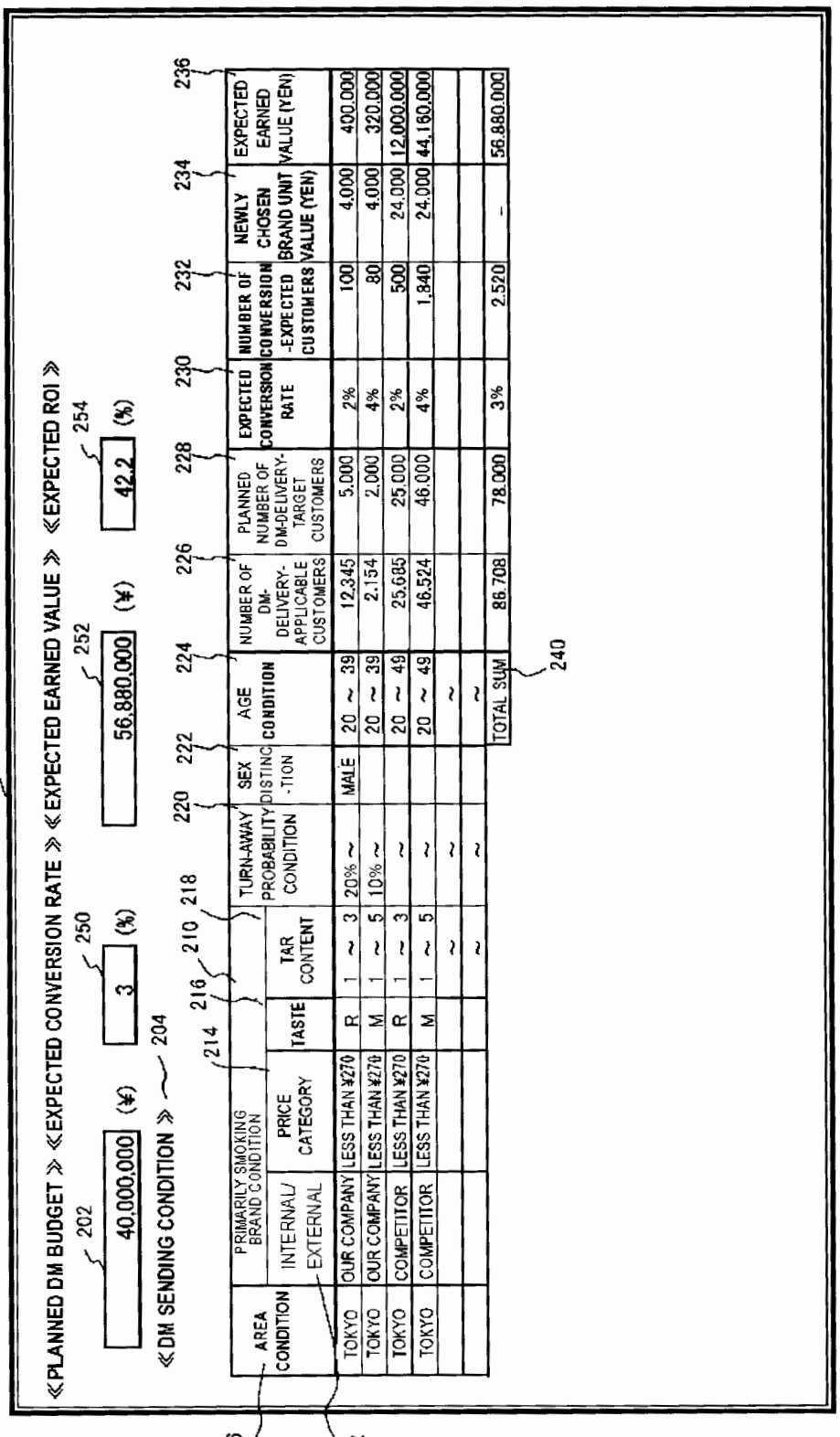

200 PLANNING-PHASE SCREEN
≪PLANNED DM BUDGET ≫
202
40,000,000 (¥)
≪EXPECTED CONVERSION RATE ≫
250
3 (%)
≪EXPECTED EARNED VALUE ≫
252
56,880,000 (¥)
≪EXPECTED ROI ≫
254
42.2 (%)
≪DM SENDING CONDITION ≫ 204
206
212
214
216
210
218
220
222
224
226
228
230
232
234
236
240
AREA CONDITION
PRIMARILY SMOKING BRAND CONDITION
INTERNAL/ EXTERNAL
PRICE CATEGORY
TASTE
TAR CONTENT
TURN-AWAY PROBABILITY CONDITION
SEX DISTINCTION
AGE CONDITION
NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
PLANNED NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
EXPECTED CONVERSION RATE
NUMBER OF CONVERSION -EXPECTED CUSTOMERS
NEWLY CHOSEN BRAND UNIT VALUE (YEN)
EXPECTED EARNED VALUE (YEN)
TOKYO OUR COMPANY LESS THAN ¥270 R 1 ~ 3 20% ~ MALE 20 ~ 39 12,345 5,000 2% 100 4,000 400,000
TOKYO OUR COMPANY LESS THAN ¥270 M 1 ~ 5 10% ~ 20 ~ 39 2,154 2,000 4% 80 4,000 320,000
TOKYO COMPETITOR LESS THAN ¥270 R 1 ~ 3 ~ 20 ~ 49 25,685 25,000 2% 500 24,000 12,000,000
TOKYO COMPETITOR LESS THAN ¥270 M 1 ~ 5 ~ 20 ~ 49 46,524 46,000 4% 1,840 24,000 44,160,000
~ ~ ~
~ ~ ~
TOTAL SUM 86,708 78,000 3% 2,520 - 56,880,000

Fig.6

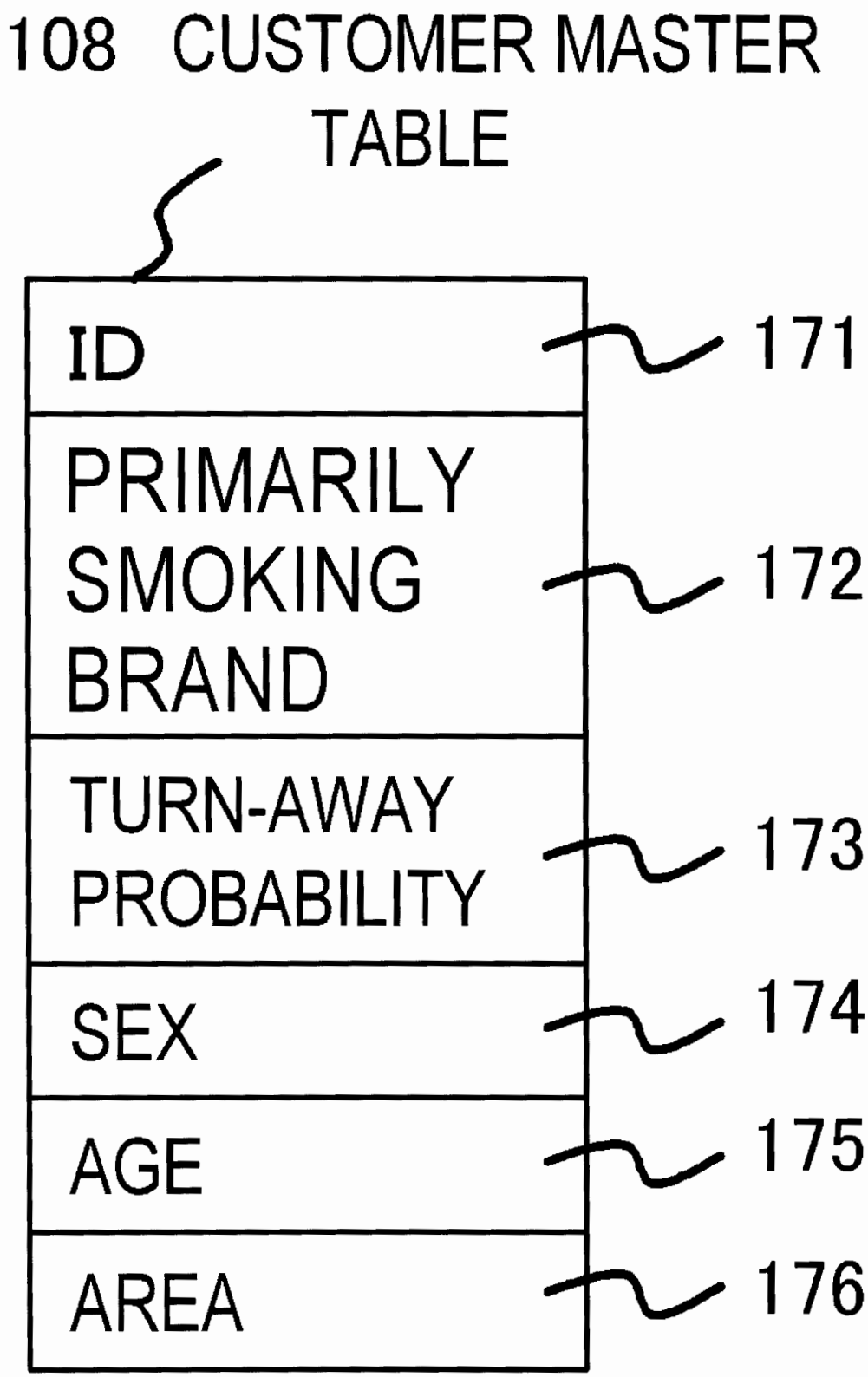

108 CUSTOMER MASTER TABLE
ID
171
PRIMARILY SMOKING BRAND
172
TURN-AWAY PROBABILITY
173
SEX
174
AGE
175
AREA
176

Fig.7

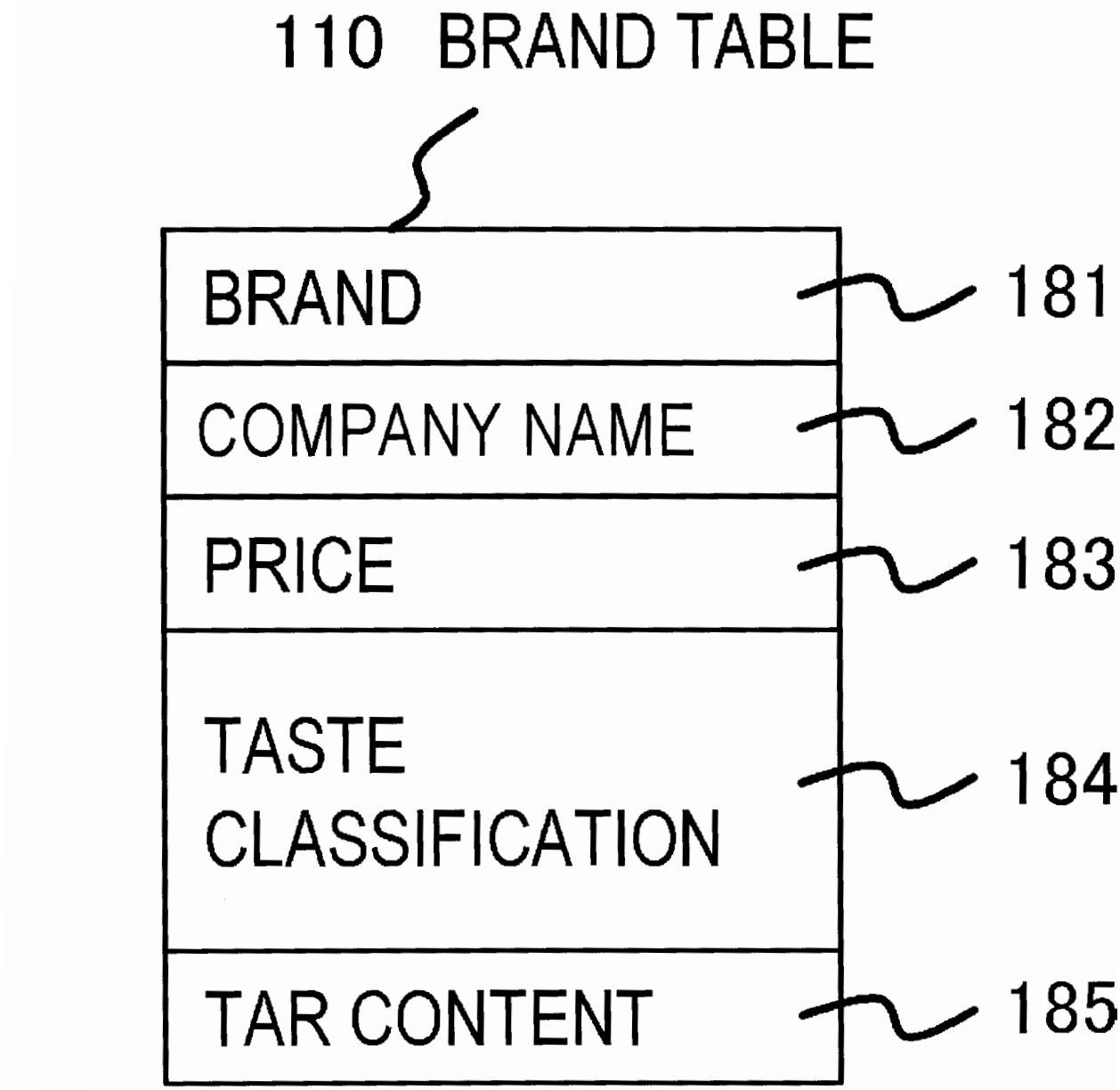

110 BRAND TABLE
BRAND
181
COMPANY NAME
182
PRICE
183
TASTE CLASSIFICATION
184
TAR CONTENT
185

Fig.8

118 NEWLY CHOSEN BRAND UNIT VALUE TABLE

AFTER CPN \ BEFORE CPN		COMPETITOR BRAND	OTHER BRAND OF OURS				CPN TARGET BRAND			
			¥270 OR LOWER	¥280	¥290	¥300 OR HIGHER	¥270 OR LOWER	¥280	¥290	¥300 OR HIGHER
CPN TARGET BRAND	¥270 OR LOWER	20,000	0	▲ 4,000	▲ 6,000	▲ 8,000	1,000	▲ 3,000	▲ 5,000	▲ 7,000
	¥280	24,000	4,000	0	▲ 2,000	▲ 4,000	5,000	1,000	▲ 1,000	▲ 3,000
	¥290	26,000	6,000	2,000	0	▲ 2,000	7,000	3,000	1,000	▲ 1,000
	¥300 OR HIGHER	28,000	8,000	4,000	2,000	0	9,000	5,000	3,000	1,000

Fig.9

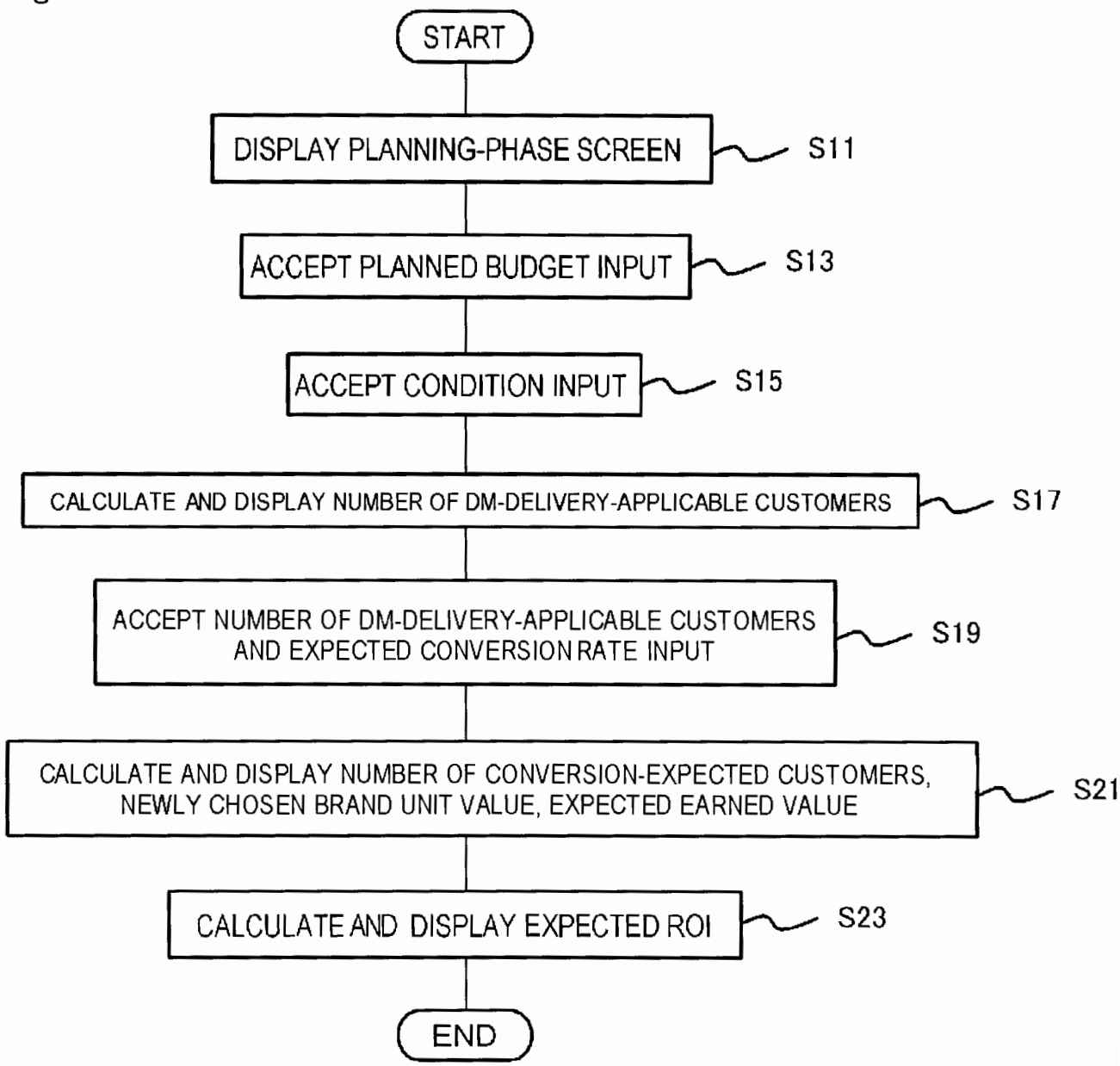

START
DISPLAY PLANNING-PHASE SCREEN
S11
ACCEPT PLANNED BUDGET INPUT
S13
ACCEPT CONDITION INPUT
S15
CALCULATE AND DISPLAY NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
S17
ACCEPT NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS AND EXPECTED CONVERSION RATE INPUT
S19
CALCULATE AND DISPLAY NUMBER OF CONVERSION-EXPECTED CUSTOMERS, NEWLY CHOSEN BRAND UNIT VALUE, EXPECTED EARNED VALUE
S21
CALCULATE AND DISPLAY EXPECTED ROI
S23
END

Fig.10

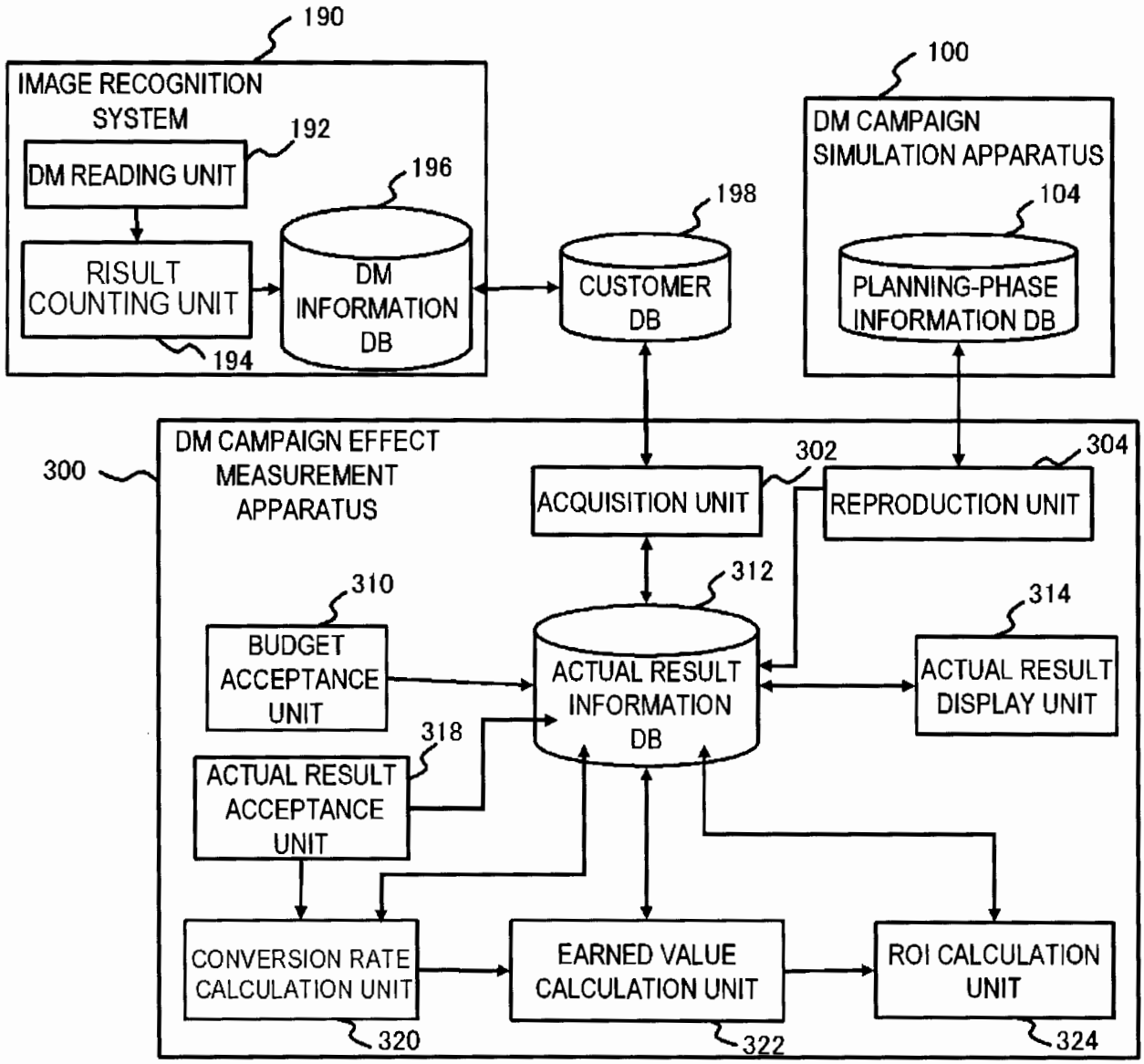

190
IMAGE RECOGNITION SYSTEM
192
DM READING UNIT
196
RISULT COUNTING UNIT
DM INFORMATION DB
194
198
CUSTOMER DB
100
DM CAMPAIGN SIMULATION APPARATUS
104
PLANNING-PHASE INFORMATION DB
300
DM CAMPAIGN EFFECT MEASUREMENT APPARATUS
302
ACQUISITION UNIT
304
REPRODUCTION UNIT
312
310
BUDGET ACCEPTANCE UNIT
ACTUAL RESULT INFORMATION DB
314
ACTUAL RESULT DISPLAY UNIT
318
ACTUAL RESULT ACCEPTANCE UNIT
CONVERSION RATE CALCULATION UNIT
320
EARNED VALUE CALCULATION UNIT
322
ROI CALCULATION UNIT
324

Fig.11

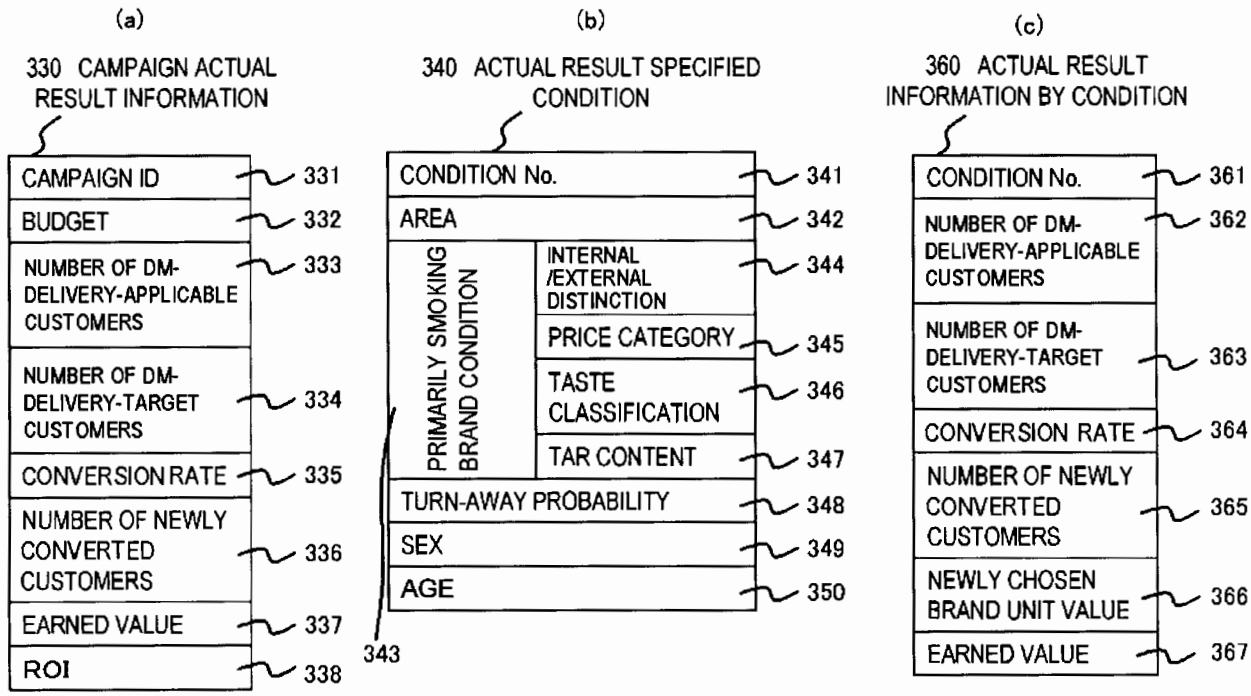

(a)
330 CAMPAIGN ACTUAL RESULT INFORMATION
CAMPAIGN ID
331
BUDGET
332
NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
333
NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
334
CONVERSION RATE
335
NUMBER OF NEWLY CONVERTED CUSTOMERS
336
EARNED VALUE
337
ROI
338
(b)
340 ACTUAL RESULT SPECIFIED CONDITION
CONDITION No.
341
AREA
342
PRIMARILY SMOKING BRAND CONDITION
INTERNAL /EXTERNAL DISTINCTION
344
PRICE CATEGORY
345
TASTE CLASSIFICATION
346
TAR CONTENT
347
343
TURN-AWAY PROBABILITY
348
SEX
349
AGE
350
(c)
360 ACTUAL RESULT INFORMATION BY CONDITION
CONDITION No.
361
NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
362
NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
363
CONVERSION RATE
364
NUMBER OF NEWLY CONVERTED CUSTOMERS
365
NEWLY CHOSEN BRAND UNIT VALUE
366
EARNED VALUE
367

Fig.12

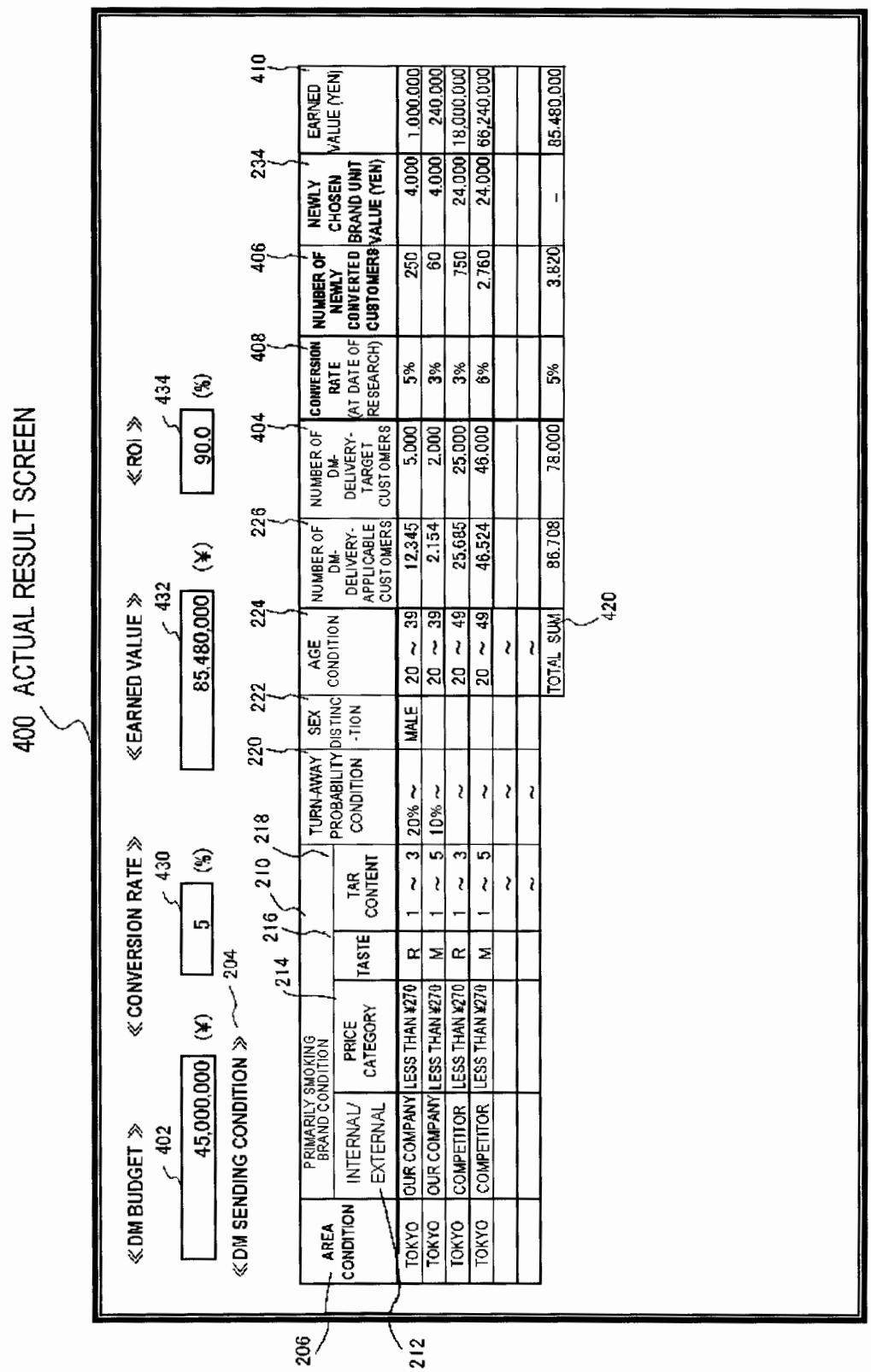

400 ACTUAL RESULT SCREEN
≪DM BUDGET ≫
402
45,000,000 (¥)
≪CONVERSION RATE ≫
430
5 (%)
≪EARNED VALUE ≫
432
85,480,000 (¥)
≪ROI ≫
434
90.0 (%)
≪DM SENDING CONDITION ≫
204
206
212
214
216
210
218
220
222
224
226
404
408
406
234
410
420
AREA CONDITION
PRIMARILY SMOKING BRAND CONDITION
INTERNAL/ EXTERNAL
PRICE CATEGORY
TASTE
TAR CONTENT
TURN-AWAY PROBABILITY CONDITION
SEX DISTINC -TION
AGE CONDITION
NUMBER OF DM-DELIVERY-APPLICABLE CUSTOMERS
NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
CONVERSION RATE (AT DATE OF RESEARCH)
NUMBER OF NEWLY CONVERTED CUSTOMERS
NEWLY CHOSEN BRAND UNIT VALUE (YEN)
EARNED VALUE (YEN)
TOKYO OUR COMPANY LESS THAN ¥270 R 1 ~ 3 20% ~ MALE 20 ~ 39 12,345 5,000 5% 250 4,000 1,000,000
TOKYO OUR COMPANY LESS THAN ¥270 M 1 ~ 5 10% ~ 20 ~ 39 2,154 2,000 3% 60 4,000 240,000
TOKYO COMPETITOR LESS THAN ¥270 R 1 ~ 3 ~ 20 ~ 49 25,685 25,000 3% 750 24,000 18,000,000
TOKYO COMPETITOR LESS THAN ¥270 M 1 ~ 5 ~ 20 ~ 49 46,524 46,000 6% 2,760 24,000 66,240,000
~ ~ ~
~ ~ ~
TOTAL SUM 86,708 78,000 5% 3,820 - 85,480,000

Fig.13

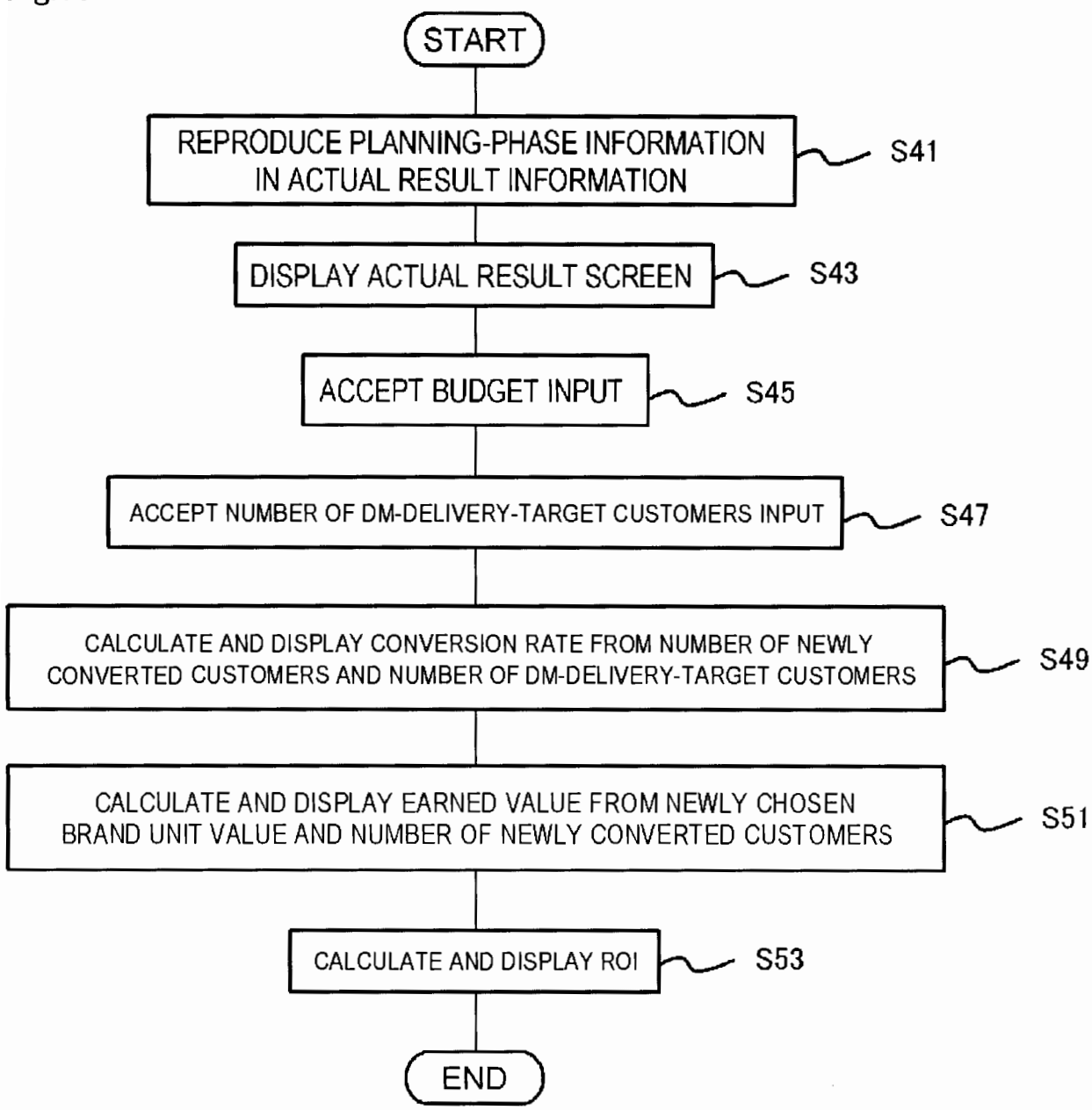

START
REPRODUCE PLANNING-PHASE INFORMATION IN ACTUAL RESULT INFORMATION
S41
DISPLAY ACTUAL RESULT SCREEN
S43
ACCEPT BUDGET INPUT
S45
ACCEPT NUMBER OF DM-DELIVERY-TARGET CUSTOMERS INPUT
S47
CALCULATE AND DISPLAY CONVERSION RATE FROM NUMBER OF NEWLY CONVERTED CUSTOMERS AND NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
S49
CALCULATE AND DISPLAY EARNED VALUE FROM NEWLY CHOSEN BRAND UNIT VALUE AND NUMBER OF NEWLY CONVERTED CUSTOMERS
S51
CALCULATE AND DISPLAY ROI
S53
END

Fig.14

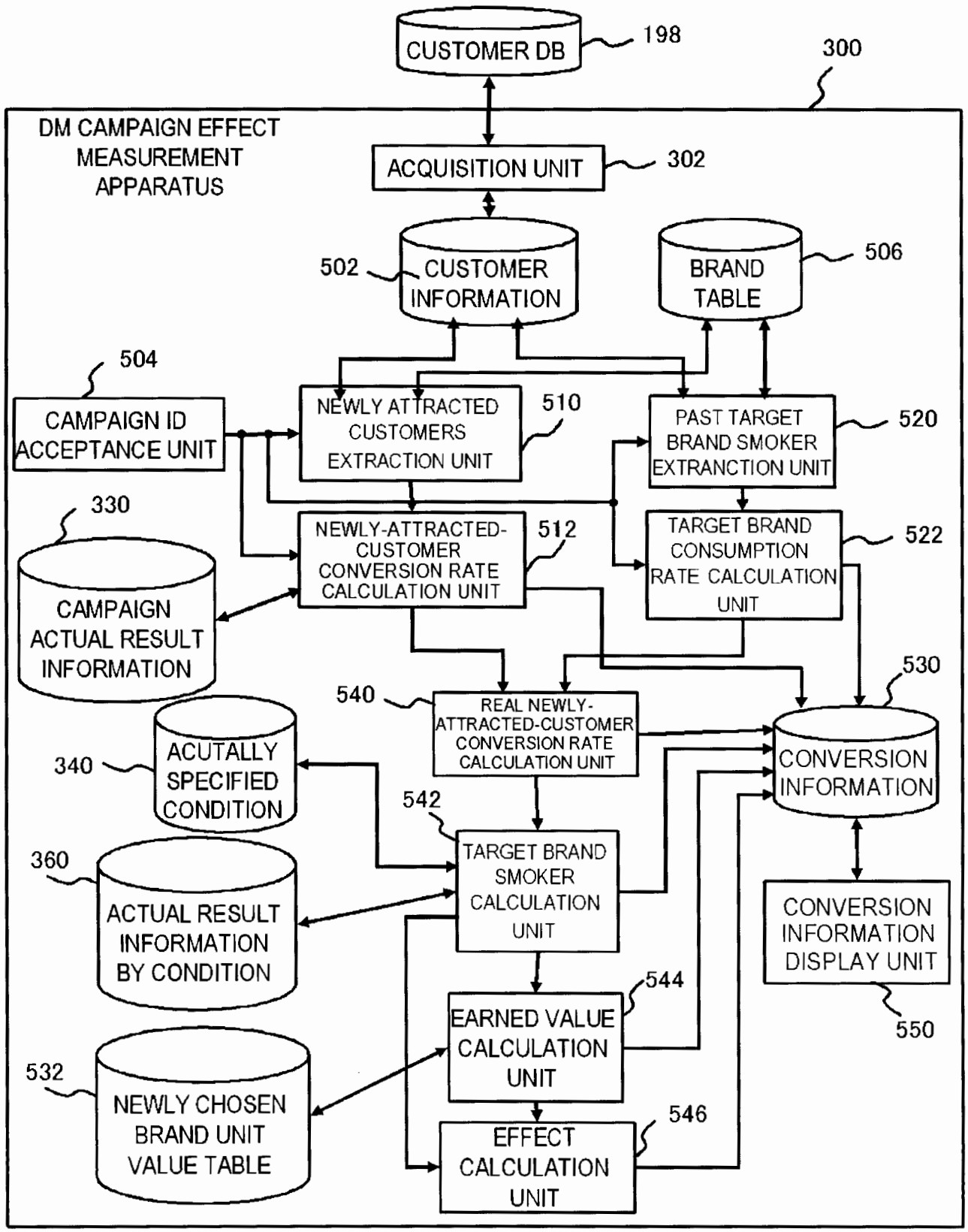

CUSTOMER DB
198
300
DM CAMPAIGN EFFECT MEASUREMENT APPARATUS
ACQUISITION UNIT
302
502
CUSTOMER INFORMATION
BRAND TABLE
506
504
CAMPAIGN ID ACCEPTANCE UNIT
NEWLY ATTRACTED CUSTOMERS EXTRACTION UNIT
510
PAST TARGET BRAND SMOKER EXTRANCTION UNIT
520
330
CAMPAIGN ACTUAL RESULT INFORMATION
NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE CALCULATION UNIT
512
TARGET BRAND CONSUMPTION RATE CALCULATION UNIT
522
530
540
REAL NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE CALCULATION UNIT
ACUTALLY SPECIFIED CONDITION
340
CONVERSION INFORMATION
542
360
TARGET BRAND SMOKER CALCULATION UNIT
ACTUAL RESULT INFORMATION BY CONDITION
CONVERSION INFORMATION DISPLAY UNIT
544
550
EARNED VALUE CALCULATION UNIT
532
NEWLY CHOSEN BRAND UNIT VALUE TABLE
546
EFFECT CALCULATION UNIT

Fig.15

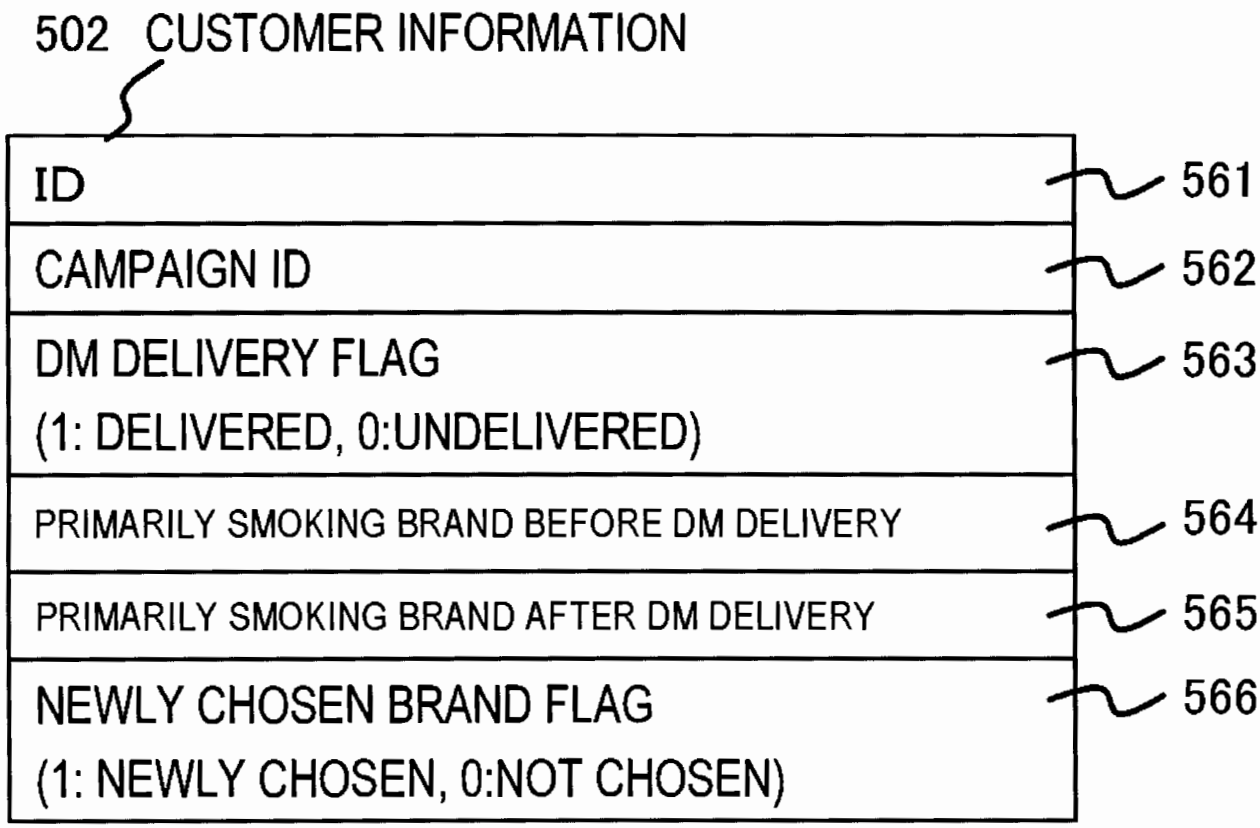

502 CUSTOMER INFORMATION
ID
561
CAMPAIGN ID
562
DM DELIVERY FLAG
(1: DELIVERED, 0:UNDELIVERED)
563
PRIMARILY SMOKING BRAND BEFORE DM DELIVERY
564
PRIMARILY SMOKING BRAND AFTER DM DELIVERY
565
NEWLY CHOSEN BRAND FLAG
(1: NEWLY CHOSEN, 0:NOT CHOSEN)
566

Fig.16

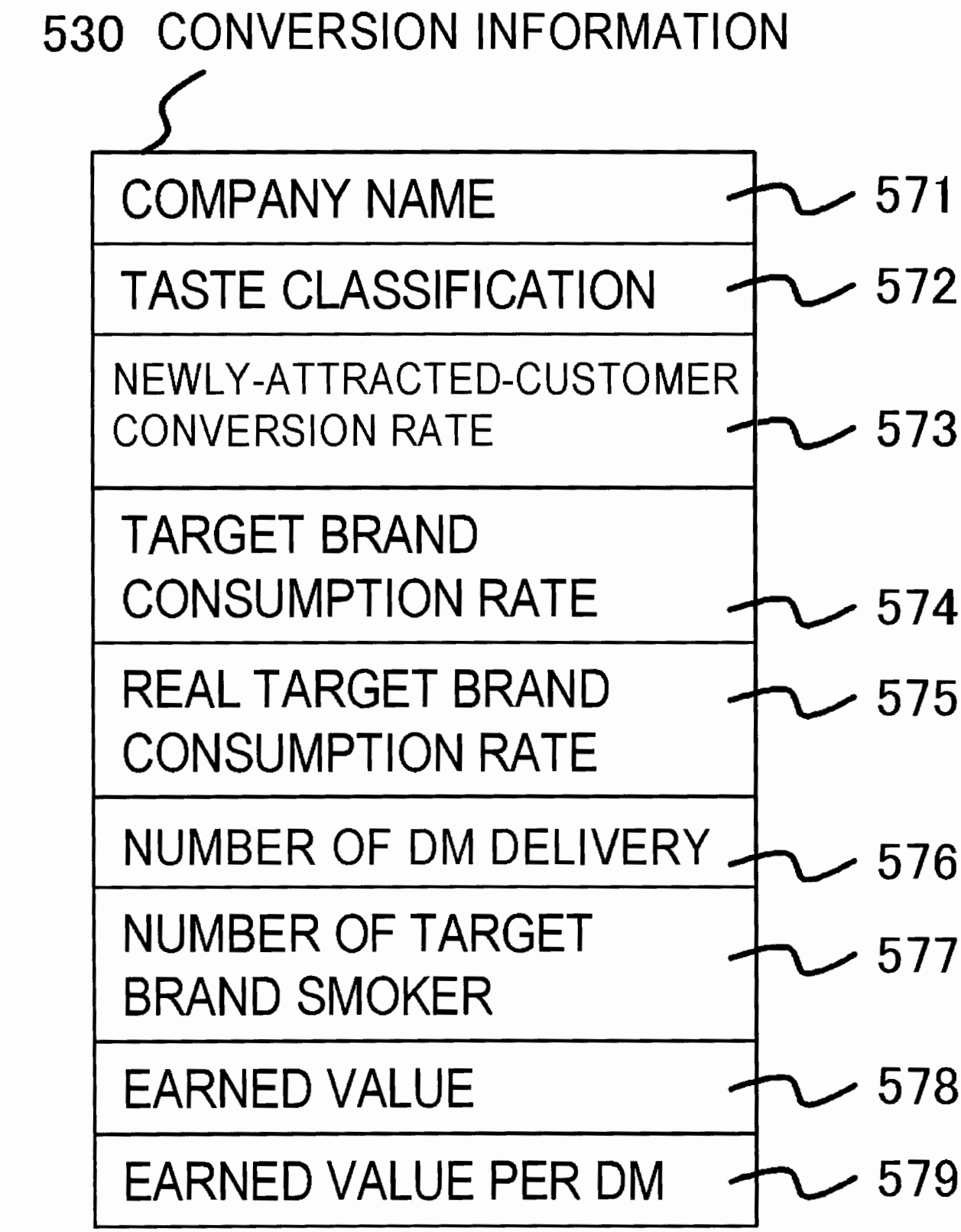

530 CONVERSION INFORMATION
COMPANY NAME
571
TASTE CLASSIFICATION
572
NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE
573
TARGET BRAND CONSUMPTION RATE
574
REAL TARGET BRAND CONSUMPTION RATE
575
NUMBER OF DM DELIVERY
576
NUMBER OF TARGET BRAND SMOKER
577
EARNED VALUE
578
EARNED VALUE PER DM
579

Fig.17

600 CONVERSION INFORMATION SCREEN

<DM SAMPLING EFFECT>

602

CAMPAIGN NAME	
CAMPAIGN TYPE	DM SAMPLING
TIMING OF CONDUCT	DM DELIVERIED ON OCTOBER 2004
NUMBER OF TARGET CUSTOMERS	145,703 PEOPLE

604

(a) EARNED VALUE	¥84,470,000 (@¥580)
(b) EXPENSES	¥56,930,000 (@¥391)
(c)=(a)-(b) PROFIT	¥27,540,000
(d)=(c)÷(b) ROI	48.4%

■CONVERSION STRUCTURE BREAKDOWN

606

BRAND CONSUMED BEFORE DMS		COMPANY A/COMPANY B		COMPANY C		OTHER COMPETITOR		TOTAL
		R	M	R	M	R	M	
a	NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE AFTER DMS	0.0%	7.5%	0.0%	9.2%	2.0%	7.1%	
b	TARGET BRAND CONSUMPTION RATE BEFORE DMS	0.0%	6.7%	0.0%	2.9%	0.0%	1.0%	
c=a-b	NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE ACHIEVED DMS	0.0%	0.8%	0.0%	6.3%	2.0%	6.1%	
d	TOTAL NUMBER OF DMS DELIVERED	31,830	23,510	15,891	34,971	6,034	27,917	145,703
e=d*c	NUMBER OF TARGET BRAND SMOKERS GAINED BY DMS	0	188	0	2,203	121	1,703	4,387
f	EARNED UNIT VALUE	@20,000	@20,000	@20,000	@20,000	@20,000	@20,000	
g=f*e	EARNED VALUE	0	3,761,600	0	44,063,460	2,413,600	34,058,740	84,469,450
h=g÷d	EARNED VALUE PER DMS	0	160	0	1,260	400	1,220	580

Fig.18

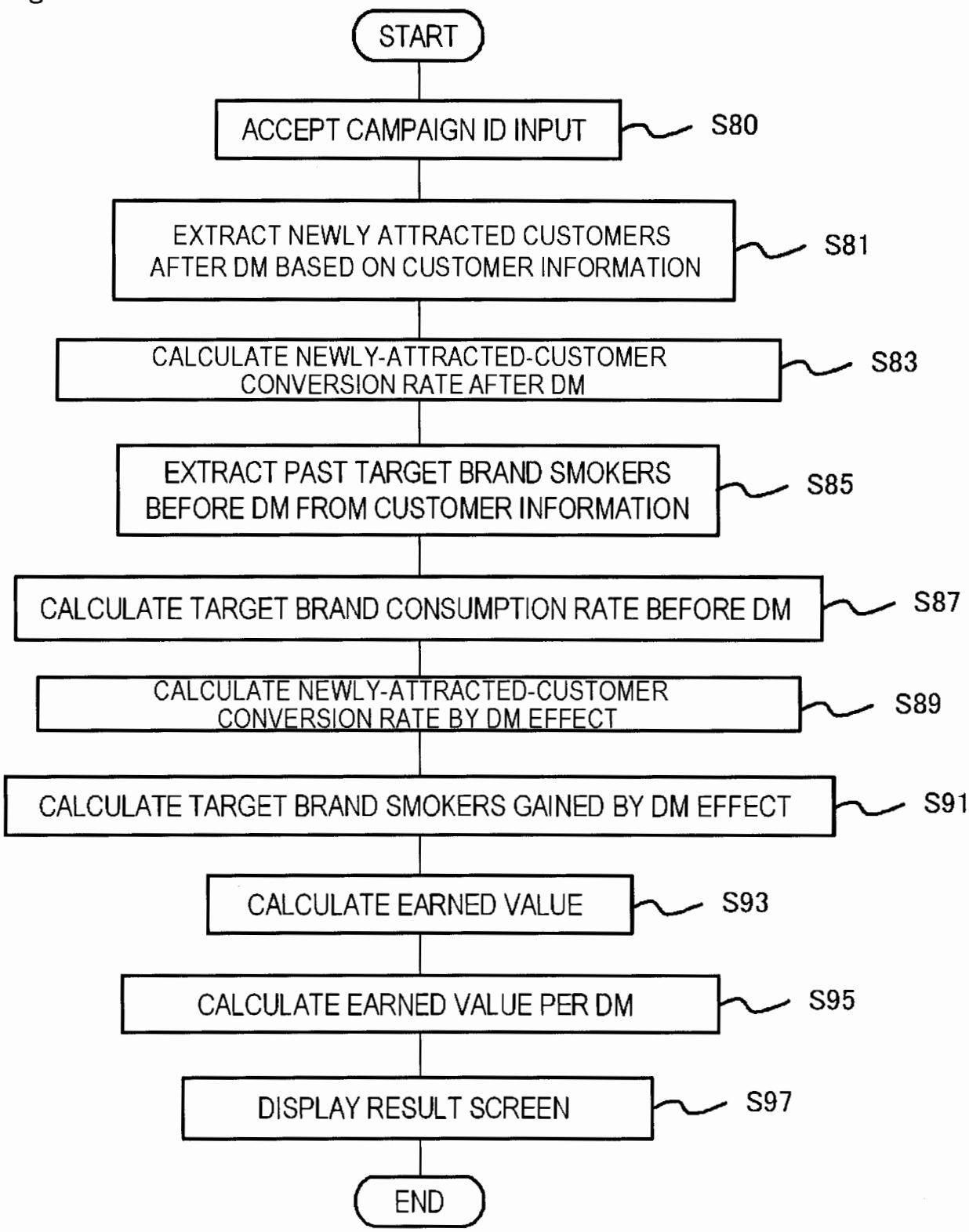

START
ACCEPT CAMPAIGN ID INPUT
S80
EXTRACT NEWLY ATTRACTED CUSTOMERS AFTER DM BASED ON CUSTOMER INFORMATION
S81
CALCULATE NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE AFTER DM
S83
EXTRACT PAST TARGET BRAND SMOKERS BEFORE DM FROM CUSTOMER INFORMATION
S85
CALCULATE TARGET BRAND CONSUMPTION RATE BEFORE DM
S87
CALCULATE NEWLY-ATTRACTED-CUSTOMER CONVERSION RATE BY DM EFFECT
S89
CALCULATE TARGET BRAND SMOKERS GAINED BY DM EFFECT
S91
CALCULATE EARNED VALUE
S93
CALCULATE EARNED VALUE PER DM
S95
DISPLAY RESULT SCREEN
S97
END

Fig.19

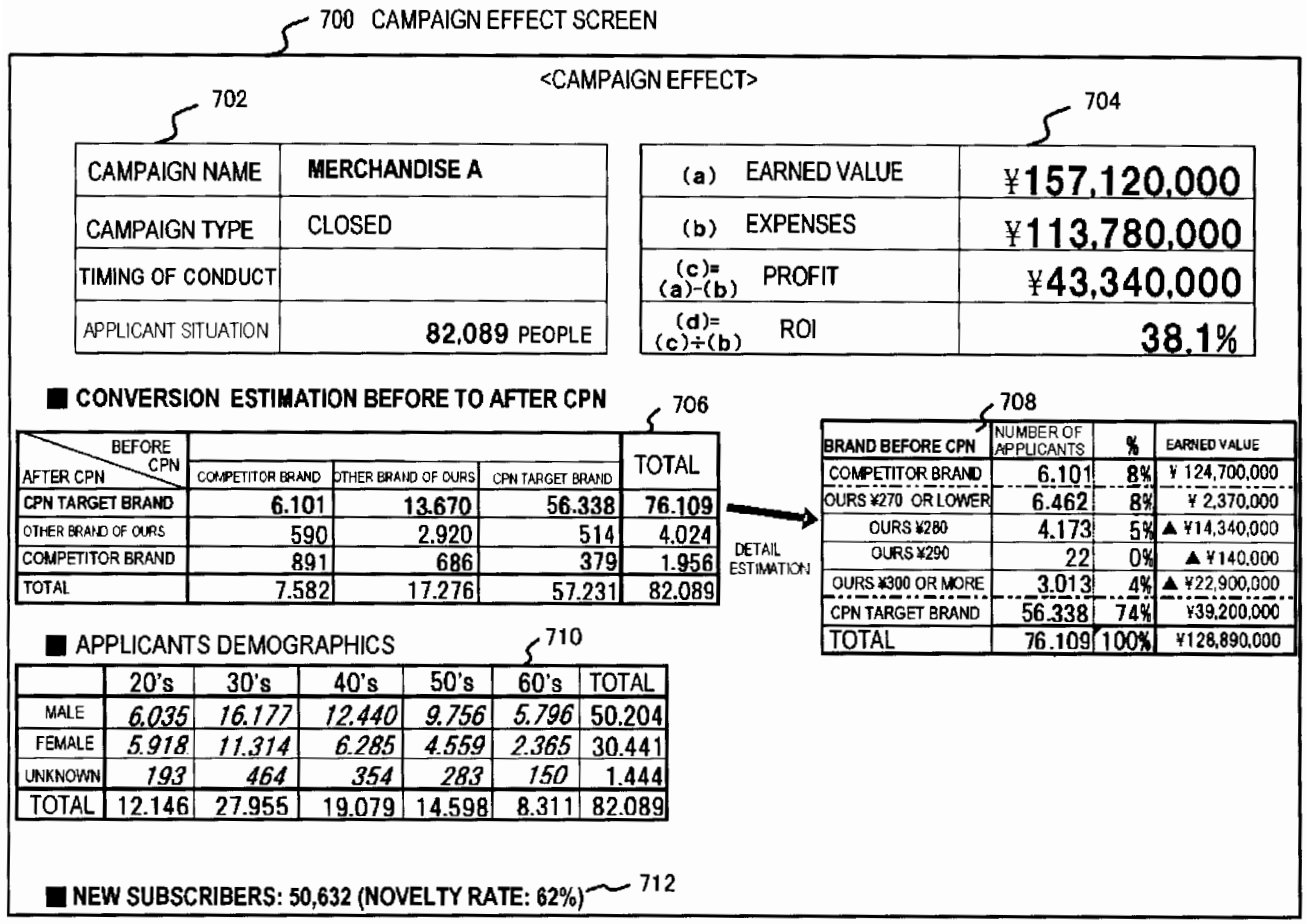

700 CAMPAIGN EFFECT SCREEN
<CAMPAIGN EFFECT>
702
704
CAMPAIGN NAME
MERCHANDISE A
CAMPAIGN TYPE
CLOSED
TIMING OF CONDUCT
APPLICANT SITUATION
82,089 PEOPLE
(a) EARNED VALUE
¥157,120,000
(b) EXPENSES
¥113,780,000
(c)= (a)-(b) PROFIT
¥43,340,000
(d)= (c)÷(b) ROI
38.1%
■ CONVERSION ESTIMATION BEFORE TO AFTER CPN
706
BEFORE CPN
AFTER CPN
COMPETITOR BRAND
OTHER BRAND OF OURS
CPN TARGET BRAND
TOTAL
CPN TARGET BRAND 6.101 13.670 56.338 76.109
OTHER BRAND OF OURS 590 2.920 514 4.024
COMPETITOR BRAND 891 686 379 1.956
TOTAL 7.582 17.276 57.231 82.089
DETAIL ESTIMATION
708
BRAND BEFORE CPN
NUMBER OF APPLICANTS
%
EARNED VALUE
COMPETITOR BRAND 6.101 8% ¥ 124,700,000
OURS ¥270 OR LOWER 6.462 8% ¥ 2,370,000
OURS ¥280 4.173 5% ▲ ¥14,340,000
OURS ¥290 22 0% ▲ ¥140,000
OURS ¥300 OR MORE 3.013 4% ▲ ¥22,900,000
CPN TARGET BRAND 56.338 74% ¥39,200,000
TOTAL 76.109 100% ¥128,890,000
■ APPLICANTS DEMOGRAPHICS
710
20's 30's 40's 50's 60's TOTAL
MALE 6.035 16.177 12.440 9.756 5.796 50.204
FEMALE 5.918 11.314 6.285 4.559 2.365 30.441
UNKNOWN 193 464 354 283 150 1.444
TOTAL 12.146 27.955 19.079 14.598 8.311 82.089
■ NEW SUBSCRIBERS: 50,632 (NOVELTY RATE: 62%)
712

Fig.20

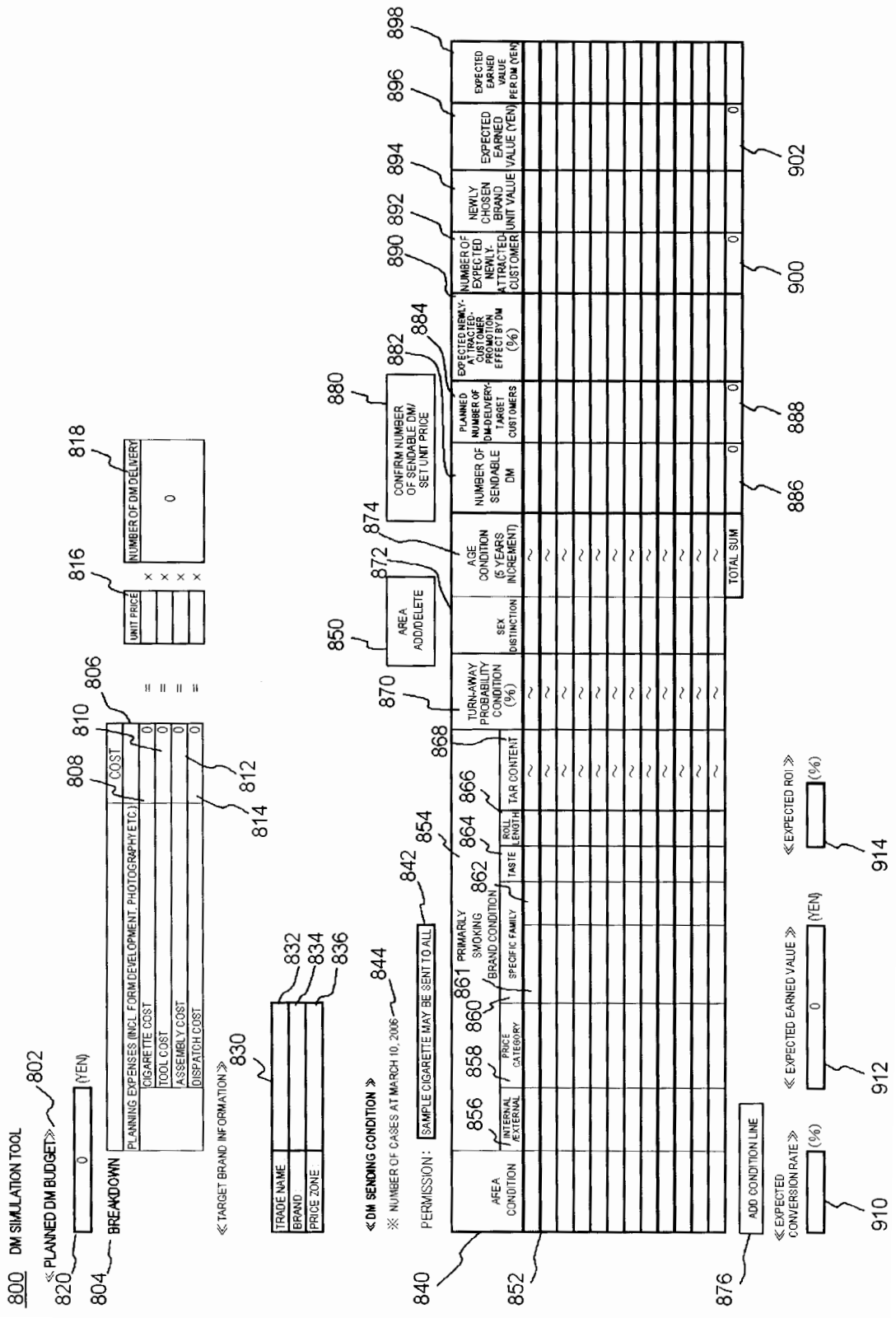

800 DM SIMULATION TOOL
≪PLANNED DM BUDGET≫
802
820
0
(YEN)
804
BREAKDOWN
808
COST
PLANNING EXPENSES (INCL. FORM DEVELOPMENT, PHOTOGRAPHY, ETC.)
CIGARETTE COST
TOOL COST
ASSEMBLY COST
DISPATCH COST
810
806
812
814
816
UNIT PRICE
818
NUMBER OF DM DELIVERY
≪TARGET BRAND INFORMATION≫
830
TRADE NAME
BRAND
PRICE ZONE
832
834
836
≪DM SENDING CONDITION≫
※ NUMBER OF CASES AT MARCH 10, 2006
844
PERMISSION:
SAMPLE CIGARETTE MAY BE SENT TO ALL
842
840
AREA CONDITION
INTERNAL /EXTERNAL
856
PRICE CATEGORY
858
SPECIFIC FAMILY
860
PRIMARILY SMOKING BRAND CONDITION
861
TASTE
862
ROLL LENGTH
864
TAR CONTENT
866
854
852
868
TURN-AWAY PROBABILITY CONDITION (%)
870
AREA ADD/DELETE
850
SEX DISTINCTION
872
AGE CONDITION (5 YEARS INCREMENT)
874
CONFIRM NUMBER OF SENDABLE DM/ SET UNIT PRICE
880
882
884
NUMBER OF SENDABLE DM
886
PLANNED NUMBER OF DM-DELIVERY-TARGET CUSTOMERS
888
EXPECTED NEWLY-ATTRACTED-CUSTOMER PROMOTION EFFECT BY DM (%)
890
NUMBER OF EXPECTED NEWLY-ATTRACTED CUSTOMER
892
900
NEWLY CHOSEN BRAND UNIT VALUE
894
EXPECTED EARNED VALUE (YEN)
896
902
EXPECTED EARNED VALUE PER DM (YEN)
898
TOTAL SUM
ADD CONDITION LINE
876
≪EXPECTED CONVERSION RATE≫
(%)
910
≪EXPECTED EARNED VALUE≫
0
(YEN)
912
≪EXPECTED ROI≫
(%)
914

Fig.21

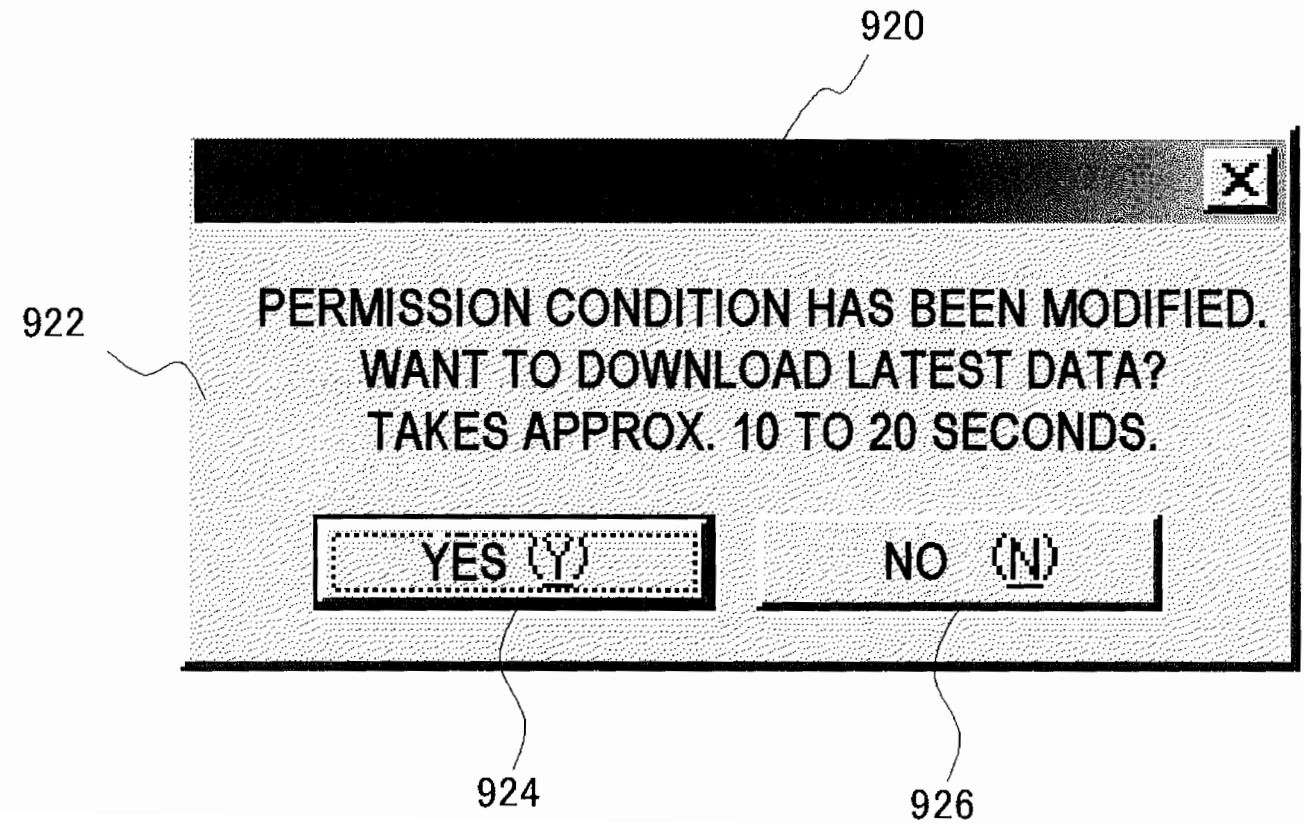
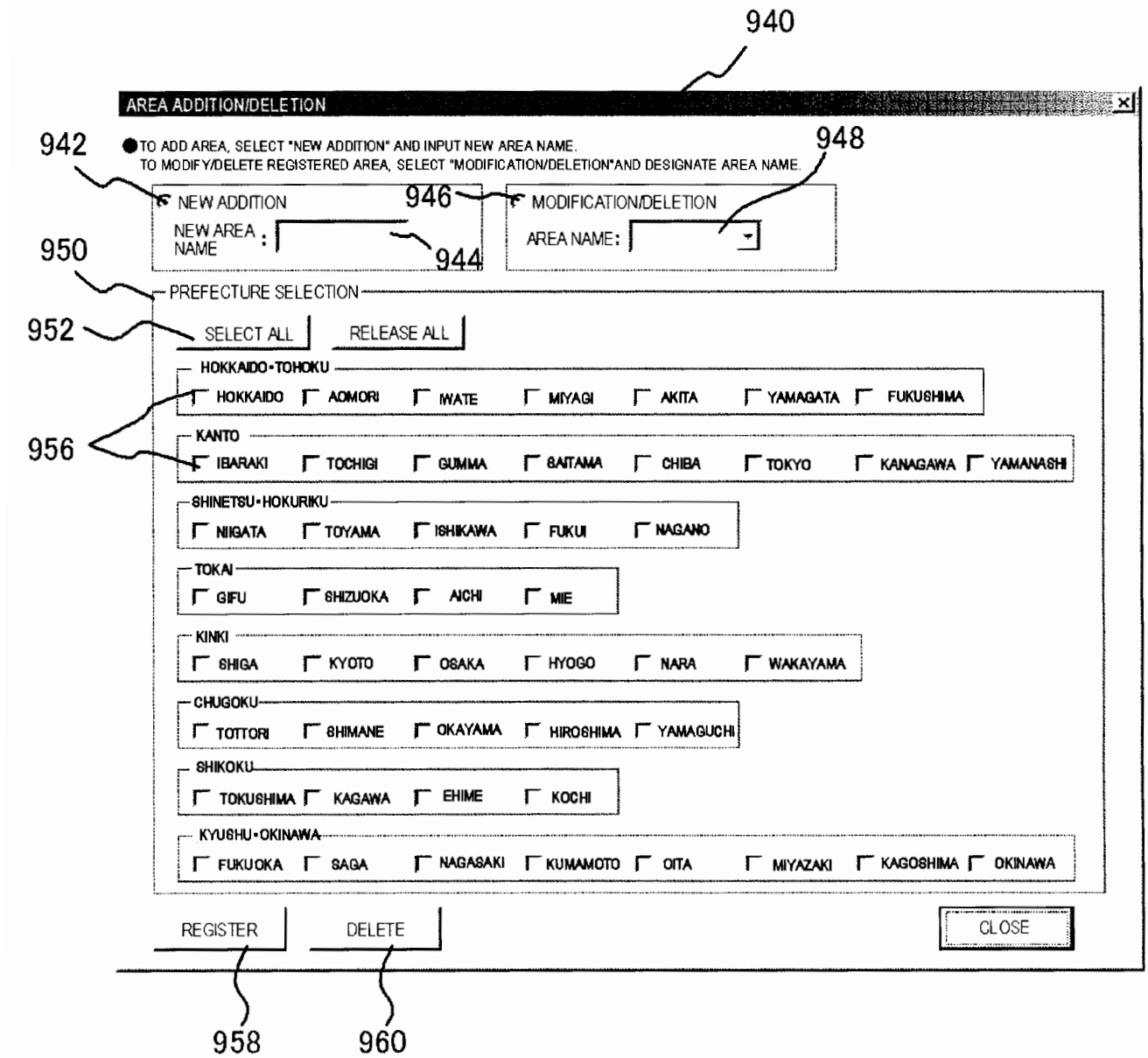

920
922
PERMISSION CONDITION HAS BEEN MODIFIED.
WANT TO DOWNLOAD LATEST DATA?
TAKES APPROX. 10 TO 20 SECONDS.
YES (Y)
NO (N)
924
926

Fig.22


940
AREA ADDITION/DELETION
942
TO ADD AREA, SELECT "NEW ADDITION" AND INPUT NEW AREA NAME.
TO MODIFY/DELETE REGISTERED AREA, SELECT "MODIFICATION/DELETION"AND DESIGNATE AREA NAME.
948
NEW ADDITION
946
MODIFICATION/DELETION
NEW AREA NAME :
944
AREA NAME:
950
PREFECTURE SELECTION
952
SELECT ALL
RELEASE ALL
HOKKAIDO・TOHOKU
HOKKAIDO AOMORI IWATE MIYAGI AKITA YAMAGATA FUKUSHIMA
956
KANTO
IBARAKI TOCHIGI GUMMA SAITAMA CHIBA TOKYO KANAGAWA YAMANASHI
SHINETSU・HOKURIKU
NIIGATA TOYAMA ISHIKAWA FUKUI NAGANO
TOKAI
GIFU SHIZUOKA AICHI MIE
KINKI
SHIGA KYOTO OSAKA HYOGO NARA WAKAYAMA
CHUGOKU
TOTTORI SHIMANE OKAYAMA HIROSHIMA YAMAGUCHI
SHIKOKU
TOKUSHIMA KAGAWA EHIME KOCHI
KYUSHU・OKINAWA
FUKUOKA SAGA NAGASAKI KUMAMOTO OITA MIYAZAKI KAGOSHIMA OKINAWA
REGISTER
DELETE
CLOSE
958
960