



# 2024 Trend Research Company Profile





# Trend Research Greeting



Greetings,  
I am **Young-su Kim**, the CEO of Trend Research.

At Trend Research, we realize boutique research through the best specialists, tailored to complex social phenomena.

We have established an Online Access Panel based on Offline Research and based on professional IT personnel and researchers majoring in business administration/statistics, experts with more than 20 years of experience in domestic and international marketing research participate in the research and provide perspicacity INSIGHT.

Trend Research possess the capability to conduct simultaneous surveys in 28 countries based on online research, and Trend Research proficiency has been proven through projects that estimated the size of the domestic fashion market for 20 years and the domestic beauty market for 5 years, utilizing scientific research methods.

Moving forward, we will continue to strive to be a Trend Research that works with customers, based on the motto, "Employee satisfaction leads to customer satisfaction."

Thank you.



**Y.S .Kim**  
CEO



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1. Trend Research Introduction

2. Trend Research's T-Panel (Panel Site)





# 1 / Trend Research Introduction



# Trend Research?

“

Trend Research established in 2002, is a professional online mobile research company with a 20-year tradition.

Experts with extensive experience and know-how in the fields of social/public opinion research and domestic/international marketing directly participate in our studies, providing you with perspicacity INSIGHTS.”









## Public & Social Issue Diagnosis for Government Agencies, Marketing Decision Support



Broadcast & Media  
Usage Behavior Survey

Public Opinion Surveys  
on Various Social Issues

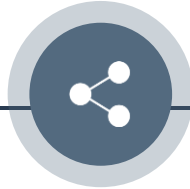


Public Opinion Surveys for  
Policy Making by Local  
Governments

Public Consciousness  
Surveys on Public Agency  
Projects

Public Opinion Surveys  
Related to Elections

National Evaluation of  
Central Government  
Administrative Services



Product Development  
and Product Life Cycle  
Management

Market Segmentation,  
Target Market Selection,  
and Positioning

Feasibility Studies and  
Initial Market Entry  
Strategies

Customer Satisfaction  
Surveys for Profitability  
Enhancement



Brand Position Diagnosis  
and Portfolio Strategy

Pre and Post Advertising  
Effectiveness

Measurement

Product Optimization  
Surveys



Corporate Image  
Diagnosis and  
Corporate Favorability  
Index Measurement



“

## Technology For Market Research

Trend Research provides a one-stop service that delivers the highest quality data promptly and accurately, from services based on the latest IT technology to Access Panels. ”

### Online-Mobile Research

- Specialized strengths in domestic and international online and mobile research
- Conducting an investigation like Quick survey, Mobvile Diary etc.



### Marketing/Consumer Research

- Provide market and consumer information for marketing decisions



### an academic/research/M.D. thesis investigation

- **Representative sample composition**
- **Progress of probability statistics-based investigation**







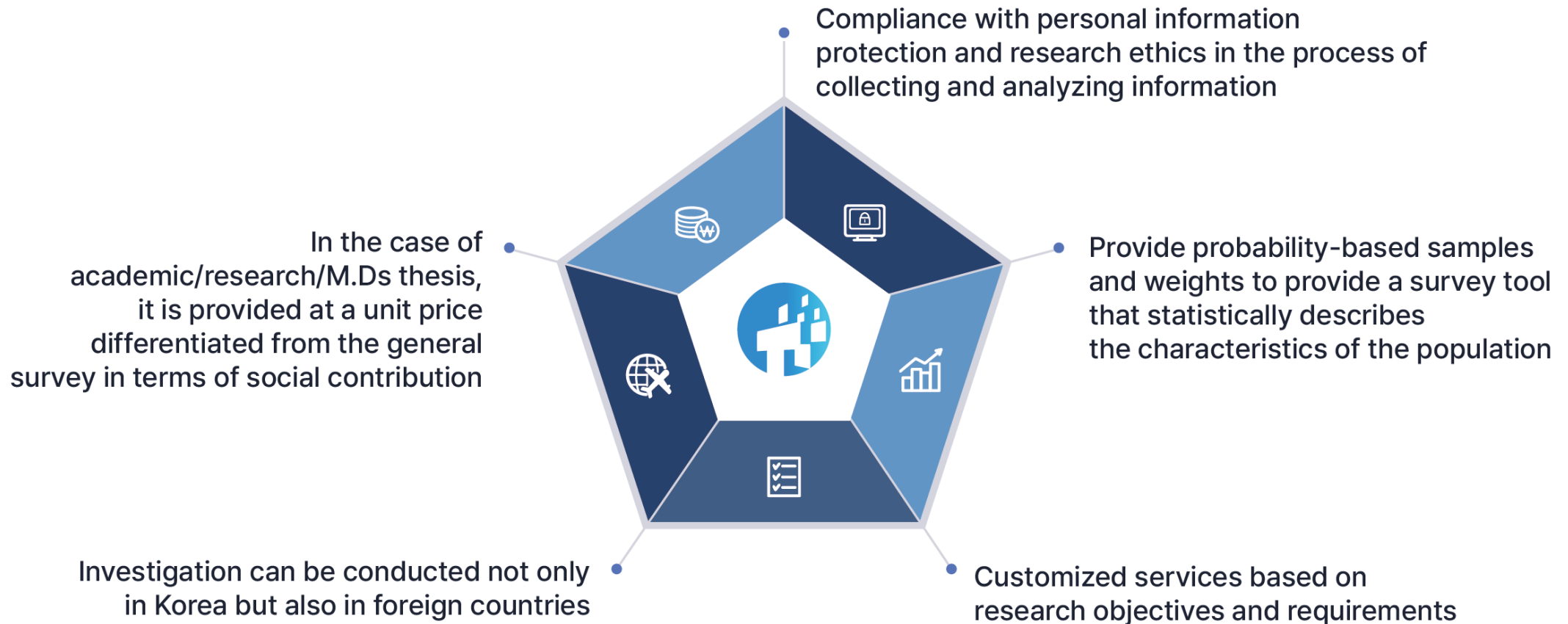
## Construction of International Panel Network.





# Trend Research Special Features (1)

## ① Differentiating Features of Trend T-Panel







## 2 Provide professional statistical analysis and consulting



- Provide statistical analysis consulting in collaboration with university statistical labs, and provide research and project design
- Provides reliable analysis results based on expertise in each field such as research, public relations-communication, data analysis, and policy research
- All areas including public/society, business/economy, environment/conservation, medicine, law, education, agriculture/forestry, media/news, etc



# Web Survey Creation Solution

An integrated **online/mobile survey solution** capable of performing web survey creation, quota setting, mail sending, live monitoring, and data download all at once.



Powerful & easy-to-use survey 01



Real-time analysis 02



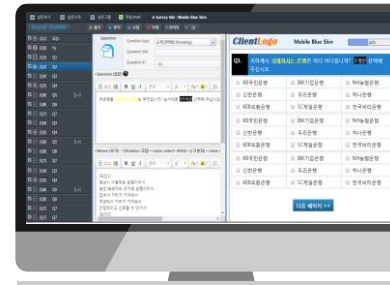
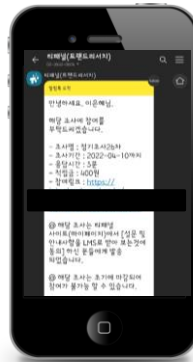
Optimized for all devices 03



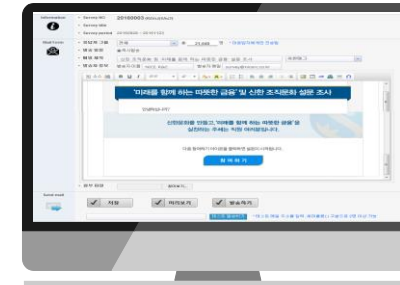
Best-in-class security 04



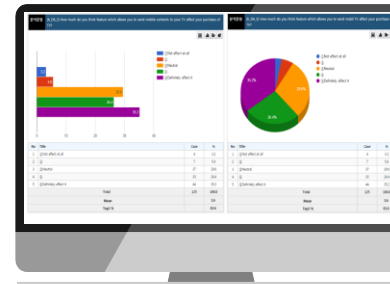
Conducting research using messages



Survey Creation



Sending Mail



Real-time response status



Download data





## Write Survey

- T-Qmaker
- Basic Logic and error check
- Question/example/video
- Rotation
- Insert images and videos

## Online Diligence

- Pre-user environment testing when utilizing multimedia (video)
- Mandatory control of video viewing and response time.

## Report writing

## e-mail and messages sending

- e-mail Random or Panel Data Based Sampling
- Number of survey participation by panel/ Participation survey type/Participation date management
- Learning similar research participant
- Effect exclusion
- Sending by stage according to T-panel activate cycle

## Data Verification

- Logical Consistency Check
- Response Pattern Verification
- Response Time Verification
- Quality Check for Open-Ended Responses
- Removal of Invalid Responses and Warning Mailing



## We propose the following measures to increase response reliability.

### Provide clear instructions

- Provide clear information on the purpose of the survey, the duration of the survey, the time required, and the protection of personal information
- Provide additional explanations for questions that are complicated or require special instructions (proceed after exposure for a certain period of time)
- Comes with an example image to help you understand the view

### Intuitive survey design

- Clearly and intuitively visualize response options such as check boxes and radio buttons
- Optimizes page layout to ensure that questions and responses are visible on the screen and divides questions as needed so that respondents are not overwhelmed by large amounts of information at once
- Choose the appropriate question type for your response environment, such as drop-down, slider, etc
- Provides the same type of response option for similar types of questions

### Validating responses

- If required questions are not answered, a warning message is output, allowing all sensitive information to be collected
- Verify input format for responses requiring a specific format, such as email addresses and mobile numbers
- In the case of numerical questions, the numbers entered are converted into Korean, including units

### Considering accessibility

- Apply responsive design to work seamlessly on a variety of devices, including mobile, tablet, desktop, etc





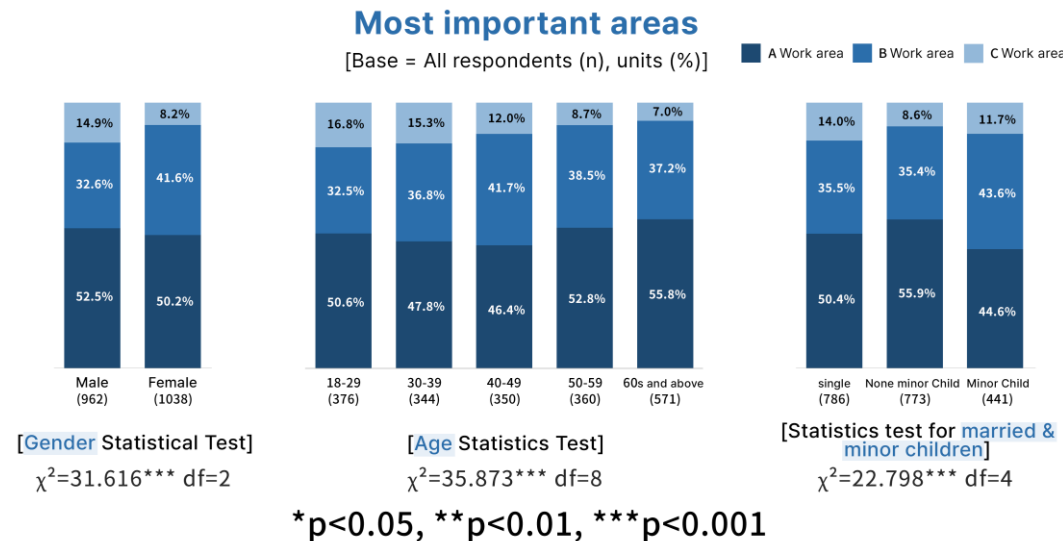
# Distinctive Features of Trend Research Analysis

## Trend Research enhances the reliability of analysis by providing statistical test results of survey findings.

### Statistical Tests

- The chi-square test ( $\chi^2$ -test): This is a statistical hypothesis test used to determine the likelihood of association between two categorical or nominal variables. The test is conducted under the assumption that there is no association between the groups and items, with results including the  $\chi^2$ =test statistic and df=degrees of freedom noted.
- For statistical significance After every test statistic A p-value less than 0.001 is indicated by "\*\*\*\*" A p-value less than 0.01 is indicated by "\*\*\*" A p-value less than 0.05 is indicated by "\*\*"
- These notations are included at the bottom of the table where the statistical test is performed as "\*p<0.05, \*\*p<0.01, \*\*\*p<0.001."
- In the report, decisions are made at the 95% confidence level, and if the significance probability is less than 0.05, it is determined as "reject the hypothesis (significant, there is a difference, there is an association)."

### Statistical Test Report Analysis Example





# Server Management/Security System

**We systematically manage **server security systems** for the protection and management of member personal information (security).**







## Trend Research prioritizes the **personal information** of its members.

01

Through firewall policies, only company IPs can access, and external access is not possible.

02

Personal information is encrypted using symmetric encryption techniques and stored in the DB.

03

The site uses SSL certificates to prevent external intrusions and protect personal information.

04

Administrators cannot check members' passwords.


05

Site managers undergo annual personal information protection training.



## 2 / T-Panel Trend Research's panel site





공지사항   정기조사   자주묻는질문   적립금관리   마이페이지   이벤트   [로그인](#)   [회원가입](#)

## 3월엔 더 특별한! 티패널 가입하고 상품권 받자!

티패널에 3월에 가입하면 가입한 다음달에  
50대까지는 네이버페이 1,000원권을  
60대 이상은 신세계상품권 5,000원권을 보내드려요!

※ 50대 신세계상품권 증정은 조기 종료되었습니다.  
(3/5일 가입자부터는 네이버페이 **1,000원** 지급)

※ 회원가입시 LMS 동의는 꼭 해주세요!

60대 이상  
지급!

5000

신세계

50대까지  
지급!

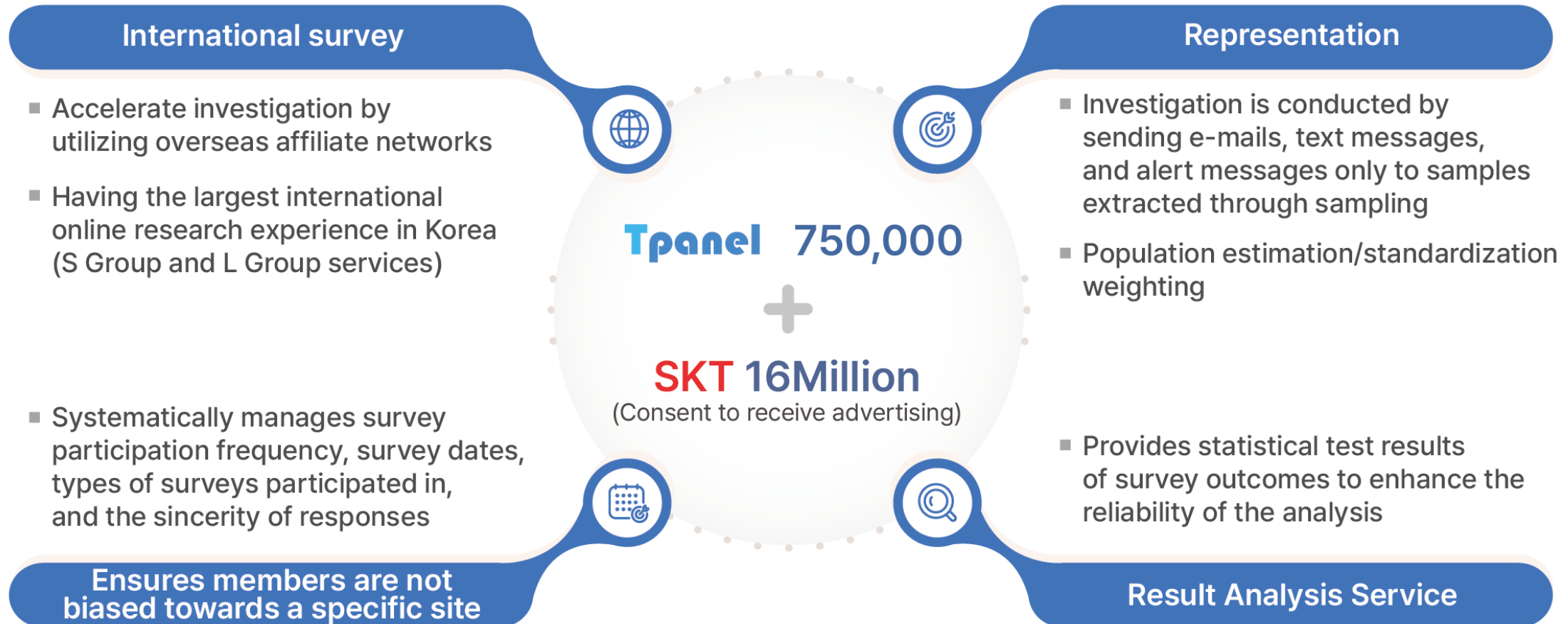
N Pay

1,000원



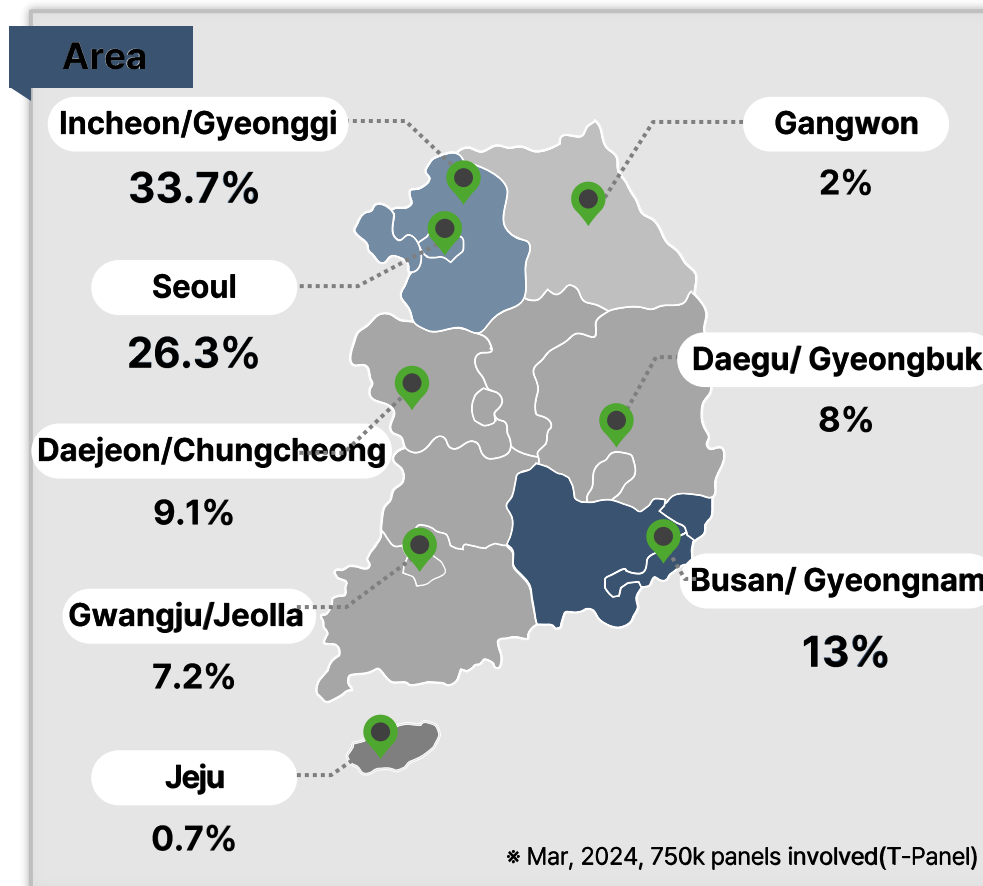
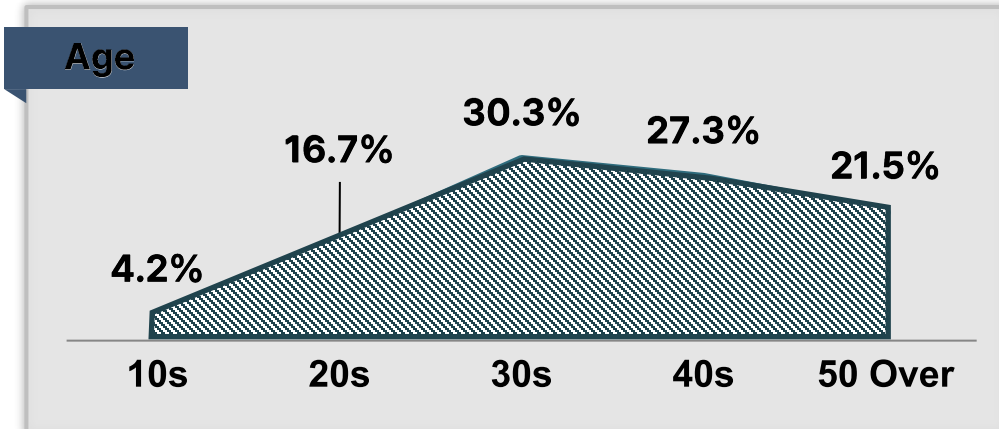
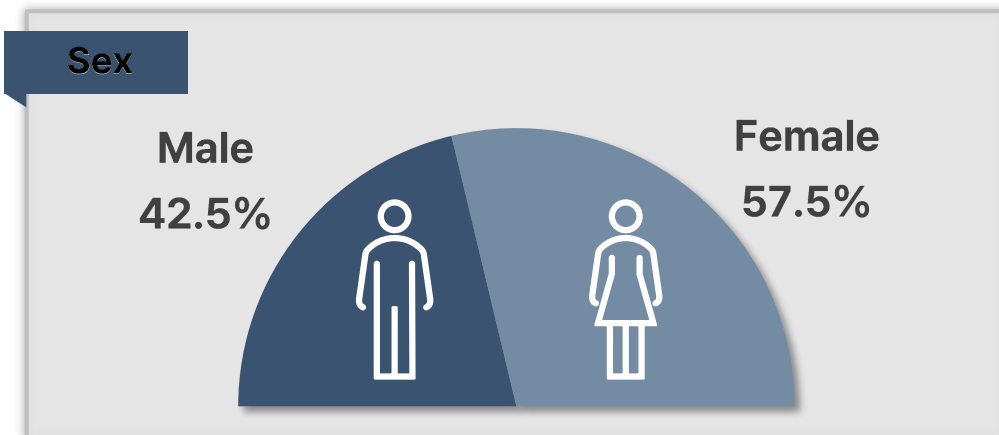


# Panel Composition and Characteristics





Strategic Survey Design Available with **750,000 panel members**, online/mobile survey systems, and through the data verification system, research can be conducted quickly and promptly





# Summary of Panel Management Activities



## Registration Policy

- Preventing multiple registrations through mobile phone verification
- Offering gift certificates and point accrual for sign-up events
- Re-registration is not allowed within three months after withdrawal



## Active Panel Management Policy

- Basic panel survey conducted once a year
- Points awarded upon completion of surveys
- Provision of a certain number of points even if the survey is discontinued
- Regular events for awarding points and providing prizes
- Monthly T-Panel regular surveys
- Providing formats for the use of accrued points according to member preferences (cash transfer, gift certificates)
- Sending T-Panel activity encouragement text messages if there is no survey participation or login history in the last three months



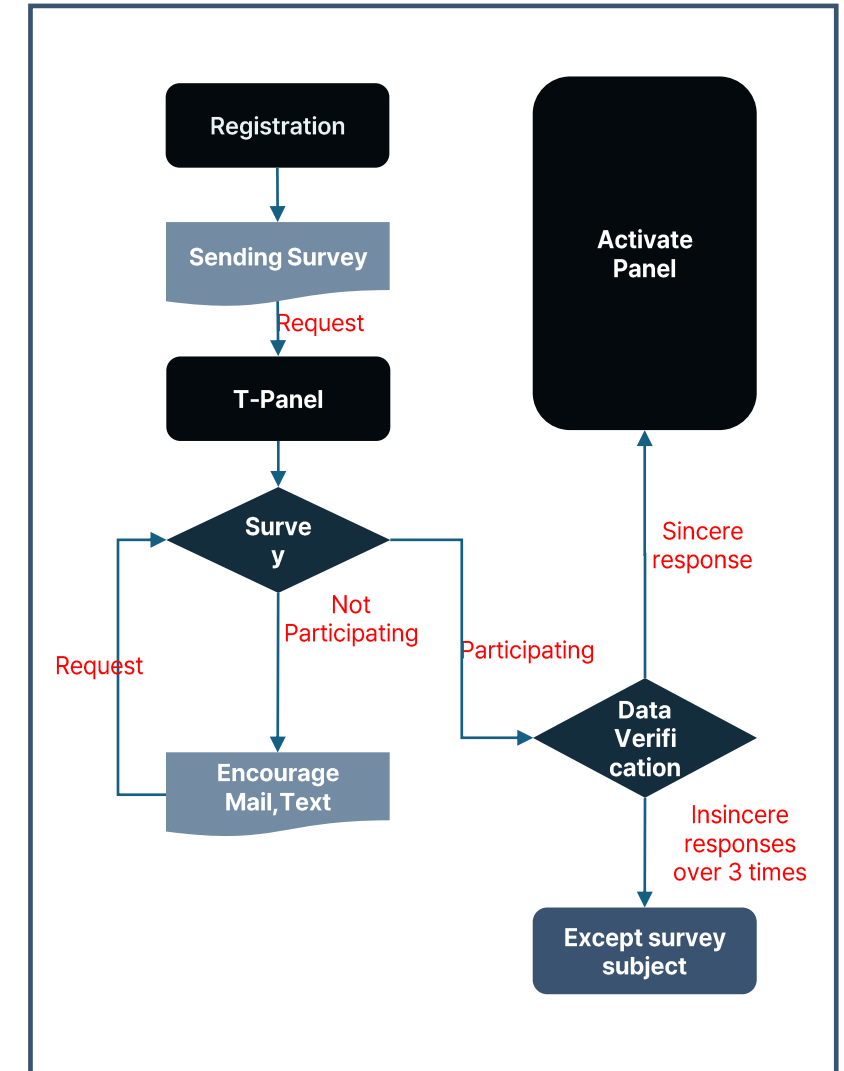
## Dormant Panel Management Policy

- Dormant panel activation due to changes in privacy law and dormant account policies
- Encouraging activation through notifications of point expiration, personal information usage history, confirmation of consent to receive marketing information, and encouragement emails to log in to T-Panel
- Expiration of accrued points if there is no survey participation within the last three years
- Erasure of member information if there is no survey participation or login history within the last five years



## Exclusion Policy for Survey Subjects

- Exclusion of participants from surveys after three or more instances of insincere responses







# Panel Recruitment and Registration

## Panel Recruitment



### Membership Events

Gift certificates awarded following completion of registration in the subsequent month.



### Promotion Events

- Panels who promote on Social media are entered into a draw to win gift certificates.



### Referral Events

- Members who join through a referral receive points
- The referrer is rewarded with points



### Offline Recruitment

- Recruits panels through interviewers in various locations

## Registration (Self-Verification)



### SMS Self-Verification

- Utilizes SMS for self-verification and completes registration after verifying with a code sent via Kakao alert message or text message



### Self-Verification of mobile

- Subscribe after self-verification through the PASS application provided by the mobile carrier

## Registration completed



### Pay Points

- Payment of prescribed points immediately upon completion of membership registration



### Sending Survey

- Identify the panel information and send a survey to each panel



## Panel Information Management

Update panel information on major items to secure accuracy of the panel in order to secure accuracy on the panel

1

### **Maintain accuracy of panel data**

- Stay up-to-date with regular profile surveys to improve accuracy and reliability of findings

2

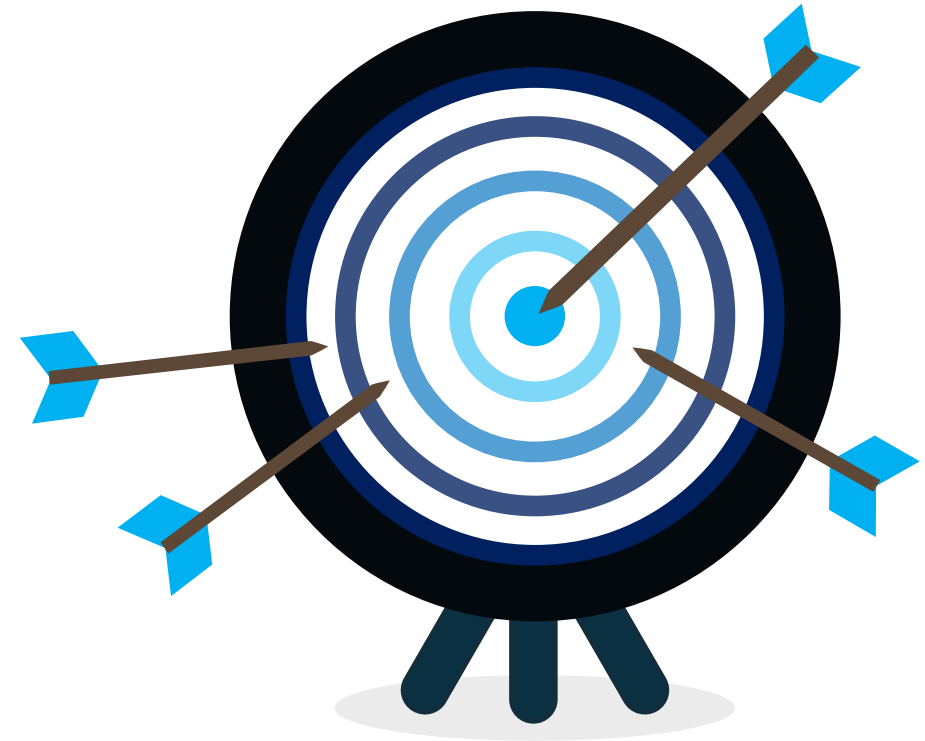
### **Subject sampling accurate improving and shorten the due diligence period**

- More accurate sampling based on the latest information from the panel to shorten the due **diligence period**

3

### **Expect cost reduction**

- Sampling is carried out more effectively based on the panel's profile information, and cost reduction is expected by reducing unnecessary shipments except for non-subjects who do not meet the survey

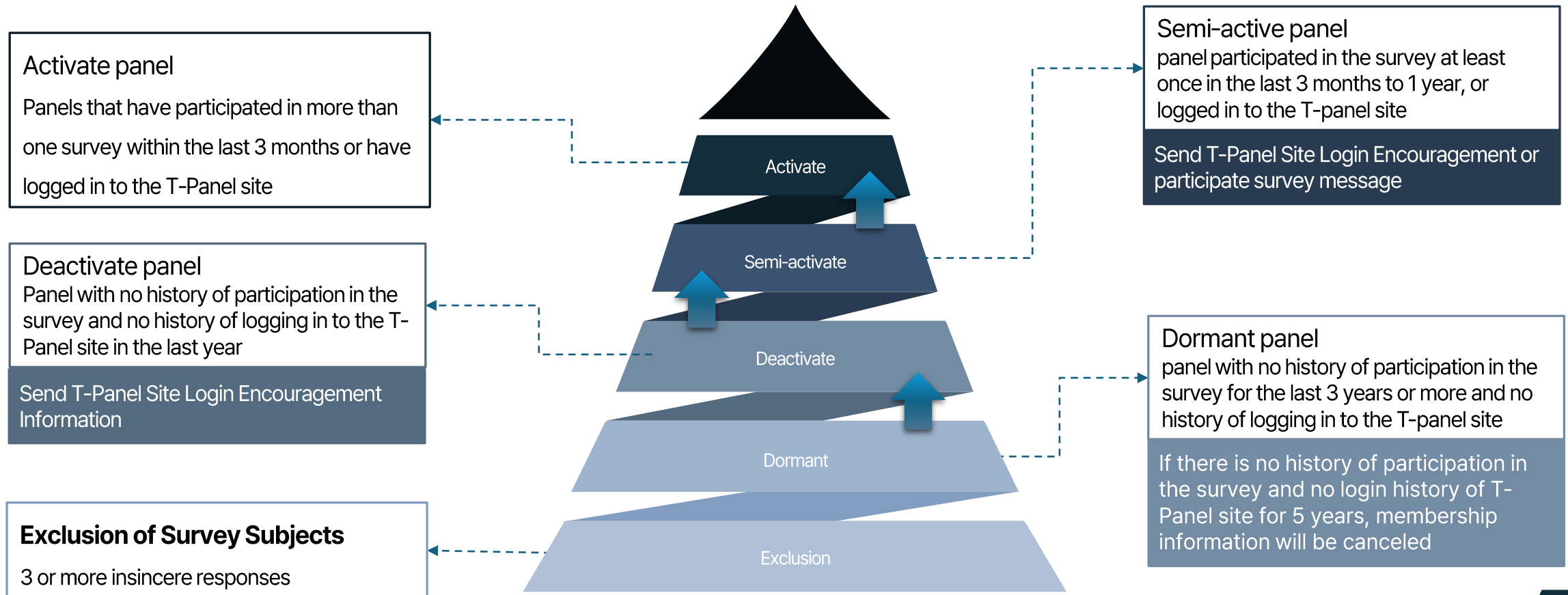




## Management panel step-by-step

To facilitate the investigation, the panel is managed step by step

To activate the panel, proceed with 'activation investigation'







# Directions



## By Bus

(Village Bus) Seocho 21, Seocho 03  
(Main Line) 350, 742, 144 (Branch Line) 3012



## By Subway

- 443m from exit 14 of Seoul National Gyodae (University of Education) Station on lines 2,3
- 601m from exit 6 of Nambu Bus Terminal(Seoul Art Center) Station on line 3
- 653m from exit 2 of Seocho Station on line 2

## Address

3rd floor, 77, Banpo-daero 24-gil, Seocho-gu, Seoul, Republic of Korea

## Tel.

(02) 3442-0604

## Fax.

070-4275-5529

## E-Mail

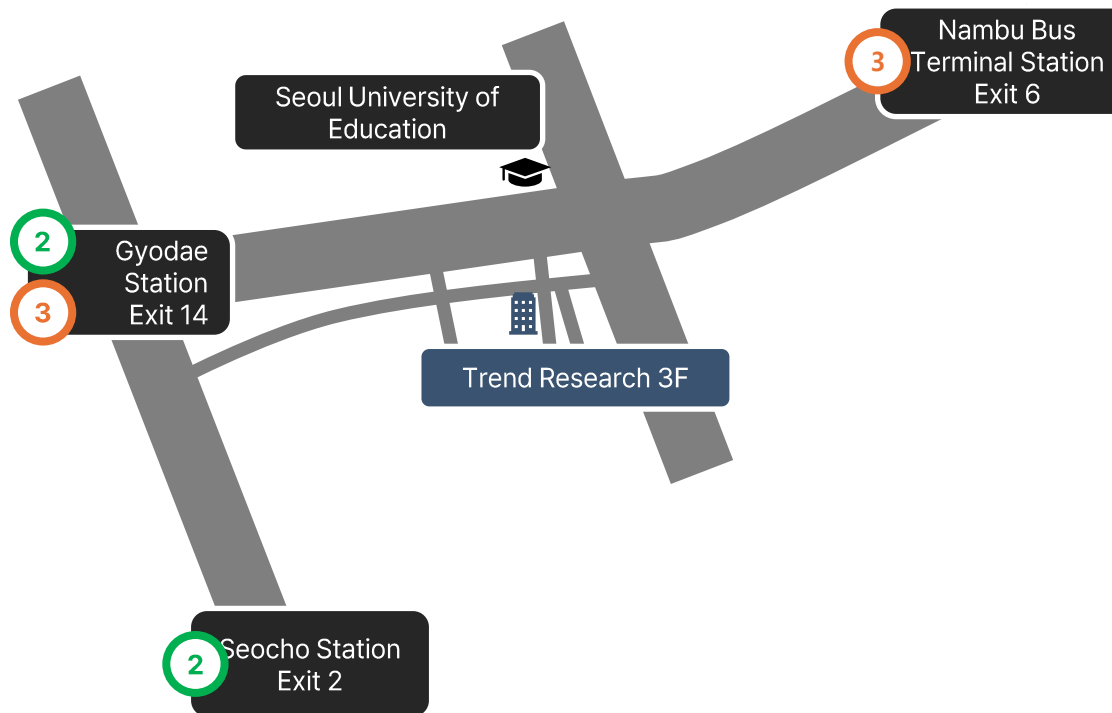
cu@trendmr.com

## Home Page

<http://www.trendresearch.co.kr/index.asp>

## Operating Hours

Monday - Friday (excluding public holidays and weekends) 9 AM - 6 PM



As a full member of the Korea Research Association,  
European Society for Opinion and Market Research. (ESOMAR)  
and International Chamber of Commerce (ICC)  
Complies with the Code of Inquiry Ethics under regulatory protocols.



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Research  
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한국조사협회



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