

Increasingly Diverse Consumer Demand

Mitsui & Co. believes that one of our important roles is to quickly identify diversifying consumer needs and continue to provide value and functions.

Mitsui provides marketing functions based on the latest data analysis tools, as an initiative targeting new needs and markets emerging from the diversification of consumer lifestyles.

By monitoring consumer needs and developing and supplying diverse services and products that embody those needs, we will continue to contribute to the creation of a society in which people can enjoy fulfilling lives.

Bringing New Excitement to Daily Life—Video-Based Marketing by Tastemade Activity

Mitsui’s decision to invest in Tastemade was prompted by our awareness that this is an era of diversified consumption in which trends begin with consumers. We have started to take up new retail business challenges based on both Tastemade’s systems that enable monitoring and analysis of vast resources of viewer data on its own, and Mitsui’s evolving capabilities in the logistics field, including our traditional expertise in efficiency improvement and labor-saving methods, supply and demand forecasting, and inventory optimization.

Tastemade is a lifestyle media company. It streams videos on themes that include food, travel, and homes to a global audience of over 250 million people per month. It has built support among younger people, who are seen as immune to advertising, by creating videos with entertainment value that make people want to try new things, while introducing sponsors’ products in ways that blend naturally into the content.

In addition to its core business initiatives, Tastemade has also begun to use results from analyses of viewer interests and reactions in development of non-media products and services. In the fall of 2019, our New York-based subsidiary Paul Stuart promoted its fashion brand through Tastemade. In addition to broadening the potential of its brand by targeting a new customer segment, we plan to utilize obtained data in sales spaces, sales methods, and product development.

By working with Tastemade to identify consumer needs quickly and create services that truly match those needs, we will realize enriched and more enjoyable lifestyles together with consumers.



Recording video content (February 2017)

Provision of Cutting-Edge Data Marketing Functions Using Consumer Data Activity

Our subsidiary Legoliss Inc. (“Legoliss”) helps companies to build and install Data Management Platforms (DMP) that can manage the large volume of data accumulated in day-to-day business operations and provides support for how to analyze and utilize this data. Legoliss has a brilliant track record as a leader in providing data marketing consulting and support services for many clients, including top B2C brands by planning and executing DMP strategy in online media buying and other execution channels.

Mitsui has been providing cutting-edge data marketing solutions with partners in the United States to Japanese companies. In recent years we are focusing on marketing services that contribute to the sophisticated data usage in the cloud environment. Through our investment in Legoliss, we aim to build a structure capable of providing the best of breed of solutions to meet the client demands. We continue to provide advanced data solutions through Legoliss. Currently we are providing data services with Tapad, Inc., (cross-device matching) and Foursquare Labs, Inc. (location data). We continue to enhance our value in consulting functions to provide support at all scenes from building DMP to data utilization.



Diagrammatic representation of marketing using a data management platform.