

## ◆ Understanding Vertical Markets in Western Europe ◆

### Corporate Communication Requirements

西ヨーロッパ：企業のマーケティング活動（Print/Online）- バリエーション別 トレンド調査

#### 完成のご案内

特定業界（バリエーション）での No.1 カンパニーとなることは重要であり、顧客企業も業界ニーズを理解しているソリューション・パートナーを求めています。しかし、確かな価値と ROI を提供するバリエーション戦略を構築するには業界ニーズを的確に把握する必要があります。

Spending Growth Rates by Channel					
	Print	Video	Audio	Online/Web	Mobile
Financial	-6.1%	-0.3%	7.3%	3.5%	12.5%
Healthcare	-6.3%	4.4%	2.8%	6.8%	4.6%
Government	-3.0%	3.6%	-5.8%	4.4%	4.9%
Manufacturing	-4.8%	3.3%	0.0%	6.9%	-1.4%
Retail	-8.6%	8.2%	2.3%	10.9%	3.2%
Total	-5.7%	3.7%	1.1%	6.3%	4.9%

Source: Understanding Vertical Markets in Western Europe: Corporate Communication Requirements, InfoTrends 2014

- Spending on online/web channel will experience the highest growth overall and in healthcare, manufacturing, and retail markets.
- Mobile will experience highest growth in financial services and government market.

金融、ヘルスケア、小売、製造、Government という 5 産業に着目し、  
「企業におけるコミュニケーション投資の傾向」に関する調査を行いました

Printing

Variable Data

Creative/ Design

Data Analytics

Mailing/ Fulfillment

Materials Warehousing

Internet

E-Mail Marketing

Mobile Marketing

Social Media

#### ■ 調査の目的

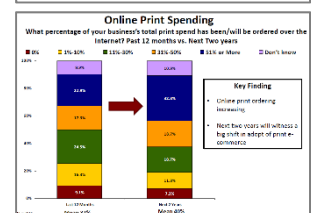
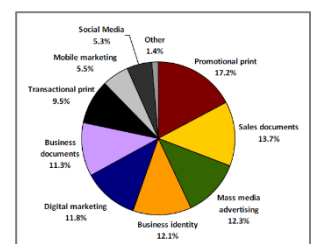
- Profile communication service requirements (print and online) across 5 different vertical industries
- Focus on large organizations with 100+ employees
- Quantify spending by key application area and media type
- Assess process for selecting providers
- Identify strategies and recommendations for business growth by market and application

#### ■ 市場トレンドにおける着目点

- Shifting communication channel preferences and spending
- Migration from offset to digital print in key application areas
- Adoption of variable data printing programs
- Pace of online migration for print communication applications
- Usage trends of print, e-mail, mobile, and social media marketing
- Use of internal vs. external printing providers and criteria for selecting providers
- Adoption of Web/online ordering to purchase printing

■ 対象国 : UK, France, Germany

■ 調査方法 WEB 調査 - 各バリエーション 約 100 件 (\* 詳細は、英文企画書をご確認ください)



- 国別サンプル数: (Germany 157 件、France 189 件、UK 163 件)
- バーティカル別サンプル数
  - Financial services 95 件
  - Government 107 件
  - Healthcare 105 件
  - Manufacturing 102 件
  - Retail 100 件

## ■ 納品物

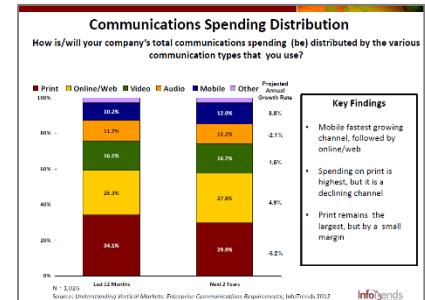
### • PPT レポート 6 種類

- Executive Summary with Key Study Findings and Recommendations
- Vertical Market Analysis (5 Total)
  - ◇ Financial Services
  - ◇ Government
  - ◇ Healthcare
  - ◇ Manufacturing
  - ◇ Retail



### • 調査データ: Excel and PDF files (総合結果、バーティカル別結果)

### • データ集計表



## ■ 調査費用(税別)

- 基本価格: US\$14,995

## ■ スケジュール

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