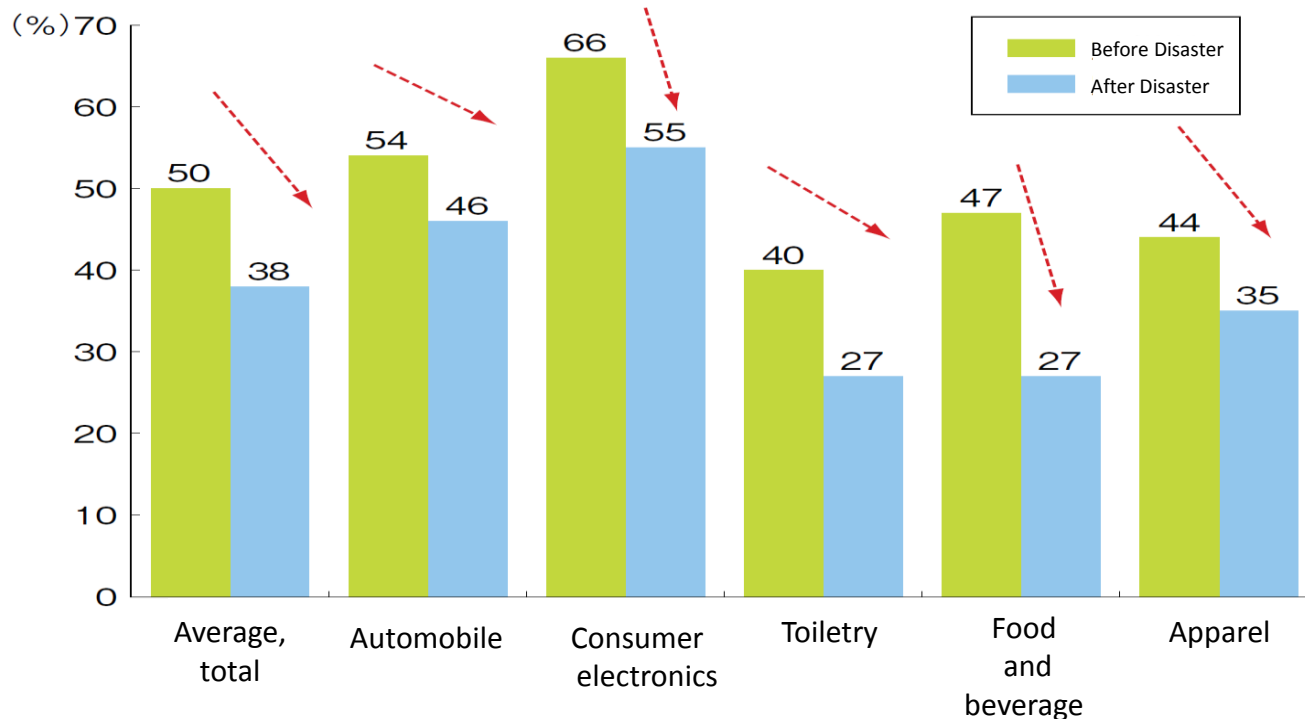


# Evaluation of Japanese Brands Before and After the Great East Japan Earthquake (by Industry)



Note: Regarding Japanese brands, a survey was conducted to grasp changes in people's general recognition of brands in five categories: automobiles, consumer electronics, toiletries, food and beverages, and apparel before and after the disaster. Respondents scored industry brand images according to whether they thought Japanese brands were reliable, safe, of high quality, stylish, and familiar. Numbers of people who indicated that they "completely agreed" and "agreed" were extracted; average values of each of the five items in regard to the five industries are indicated in this graph.

Note: The original data of this figure is provided by the Japan Bank For International Cooperation, "Report on Overseas Business Operation of Japanese Manufacturers – FY2011, the 23<sup>rd</sup> Survey on Foreign Direct Investment."

Source: The revised title is based on the Ministry of Economy, Trade and Industry, "White Paper on Manufacturing Industries (Monodzukuri) 2011"

## Detailed Information of the figure on the previous page

<b>Title on the previous page</b>		Evaluation of Japanese Brands Before and After the Great East Japan Earthquake (by Industry)
<b>Point of displayed contents</b>		In the evaluation of Japan brands by industry after the Disaster, the food and beverage industry had the lowest evaluation with a 20% drop after the disaster.
<b>Details of the source</b>	<b>Name of the source</b>	Ministry of Economy, Trade and Industry, "White Paper on Manufacturing Industries (Monodzukuri) 2011", Chart 2-2 of Chapter 2, Section 2 2(3) < June 2012>
	<b>Title</b>	Evaluation of Japanese Brands (by Industry)
	<b>URL</b>	<a href="http://www.meti.go.jp/english/report/data/Monodzukuri2011_02.pdf">http://www.meti.go.jp/english/report/data/Monodzukuri2011_02.pdf</a>
<b>Details of the original data</b>	<b>Name of the original data</b>	Interbrand Japan "Quantitative Finding about Evaluation of Japanese Brands Affected by the Great East Japan Earthquake and Nuclear Accident" <May 2011> (in Japanese)
	<b>Title</b>	Evaluation of Japanese Brands Before and After the Great East Japan Earthquake (by Industry)
	<b>URL</b>	<a href="http://www.interbrandjapan.com/ja/data/pressrelease/Japan_Brand_Survey_110525.pdf">http://www.interbrandjapan.com/ja/data/pressrelease/Japan_Brand_Survey_110525.pdf</a>
<b>Keywords</b>		Japanese product, Brand, By industry, Food, Beverage