



2025 Trend Research Company Profile



Trend Research Greeting



Greetings,
I am **Yong-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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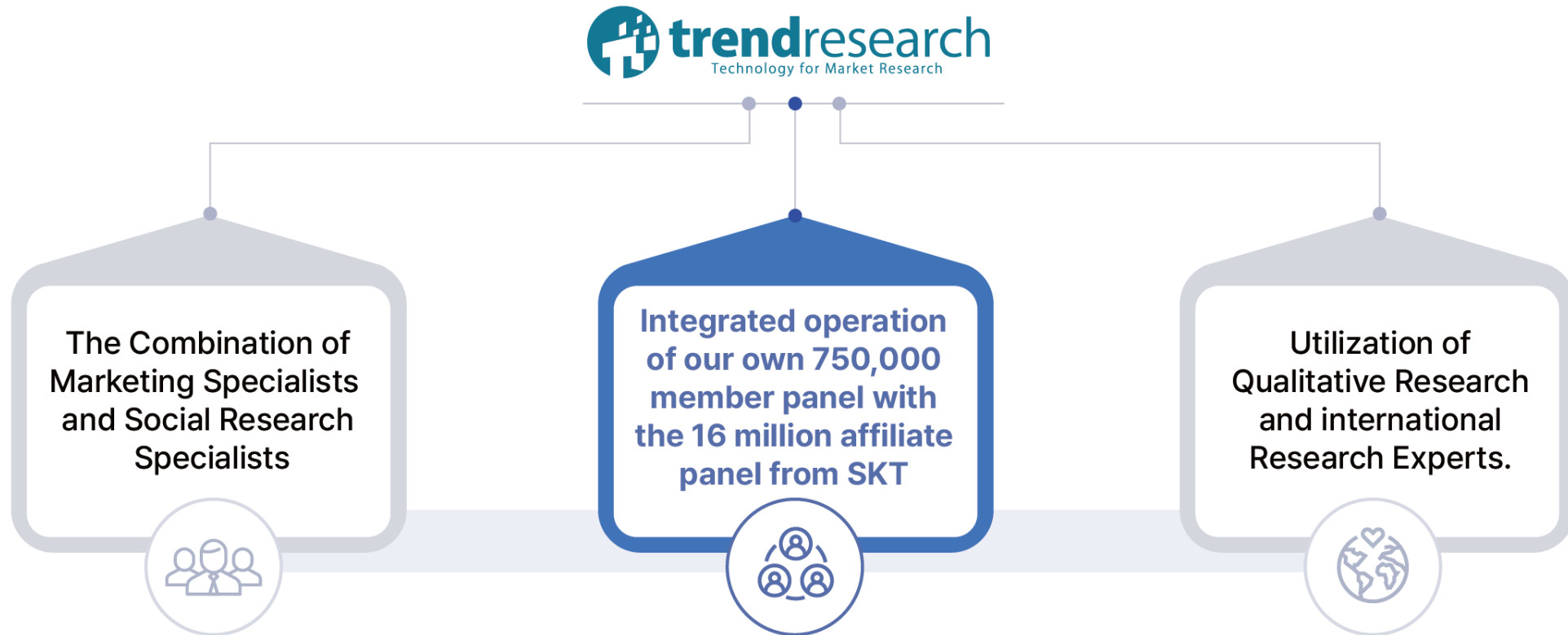


1 / Trend Research Introduction



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. ”





Milestones of Trend Research.

					Feb Development of Online Qualitative Research System		Nov Development of TV Commercial Evaluation Content Site Development/Operation of New Type Internet Mobile Advertising Test		Jan Hyundai Motor's Blue Members Platform Service Research		Oct Data Science MOU Agreement with the Industry-Academic Cooperation Group of Sungshin Women's University Announcement of 2020 Korea Beauty Market Trends		2023 Korea Fashion Market Announcement Big-data Trend Global Fashion Big Data 2024 Announcement <The New Product Attribute Index for Fashion Material Companies> Global Fashion Big Data 2024 Announcement <The Retail Price Index for Fashion Brand Clothing Products>	
2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2023	2024	2025	
Jun Establishment of Trend Research Co. Sep Samsung C&T CFI Regular Survey		Feb Development of Online Survey System Mar Construction of Online Panel May Development of Homepage Sampling Program Jul Open the Panel Site (T-Panel) Oct Development of Electronic Report System		Nov National Brand Survey in 28 Countries		Jan Global Fashion MD Model Development and Research Korea Fashion Market KFI Survey Development of K-beauty Market Measurement Model				Jan Establishment Research Institute Mar Main-Biz Certification Aug Survey on Restrictions of Old Vehicles and Low-pollution Projects Sep Monitoring Survey for Selected Departments in the Restructuring Support Project Oct Public Opinion Survey Related to the Seoul Metropolitan Government's Autonomous Police System		Apr Survey of Single Households in Yongin Survey of Perceptions on Malaria Eradication Project Study on the Performance Analysis of NCS in 2024 Nov Survey of Establishment of Yongin Museum		



Business Certifications

01 Patent Certificate

No. 10-2703488

**A device for building a business
database used in enterprise surveys**



위의 발명은 「특허법」에 따라 특허원부에 등록되었음을 증명합니다.
This is to certify that, in accordance with the Patent Act, a patent for the
invention has been registered at the Korean Intellectual Property Office.

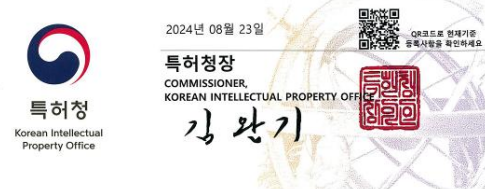


No. 10-2700057

**A server for verifying phone call-
based survey responses**



위의 발명은 「특허법」에 따라 특허원부에 등록되었음을 증명합니다.
This is to certify that, in accordance with the Patent Act, a patent for the
invention has been registered at the Korean Intellectual Property Office.



No. 10-2700056

**A server for conducting surveys
Based on an online questionnaire**



위의 발명은 「특허법」에 따라 특허원부에 등록되었음을 증명합니다.
This is to certify that, in accordance with the Patent Act, a patent for the
invention has been registered at the Korean Intellectual Property Office.






Business Certifications

02 Business Certification

TrendResearch Co. MAIN-BIZ Certification



문서확인번호 : 20250211751279


제 R220104-00362 호

경영혁신형 중소기업(MAIN-BIZ)확인서

업 체 명 : 트렌드리서치 주식회사
대표자명 : 김용수
주 소 : 서울 서초구 반포대로24길 82
에벤에셀빌딩 3층(서초동)
유효기간 : 2025. 03. 02 ~ 2028. 03. 01

위 업체는 경영혁신형 중소기업 육성사업에 의해
선정된 경영혁신형 중소기업(Main-Biz)임을 확인
합니다.

2025 년 02 월 11 일

중소벤처기업부장관인 

TrendResearch Co. Research Institute Certification

【문서번호: tNXq-nerR-UHRP-eqQn】

【발급일자: 2025년 03월 05일】

제 2022110305 호

기업부설연구소 인정서

1. 연 구 소 명: 트렌드리서치(주) 부설연구소
[소속기업명: 트렌드리서치(주)]

2. 소 재 지: 서울특별시 서초구 반포대로24길 82
에벤에셀빌딩 3층 (서초동)

3. 신고 연월일: 2025년 02월 17일
(최초인정일: 2022년 1월 18일)
※ 변경내역: 소재지 변경

과학기술정보통신부

「기초연구진흥 및 기술개발지원에 관한 법률」 제14조의
2제1항 및 같은 법 시행령 제27조제1항에 따라 위와 같이
기업부설연구소로 인정합니다.

 2025년 3월 5일 
한국산업기술진흥협회장

※ 한국산업기술진흥협회에서 발급되었으며 "https://www.ird.or.kr"에서 "문서번호"를 입력하면 비문대조 및 유효성을 검증할 수 있습니다.



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



Broadcast & Media
Usage Behavior Survey

Public Opinion Surveys
on Various Social Issues

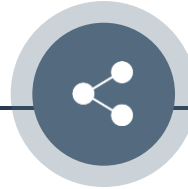


Public Opinion Surveys for
Policy Making by Local
Governments

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**





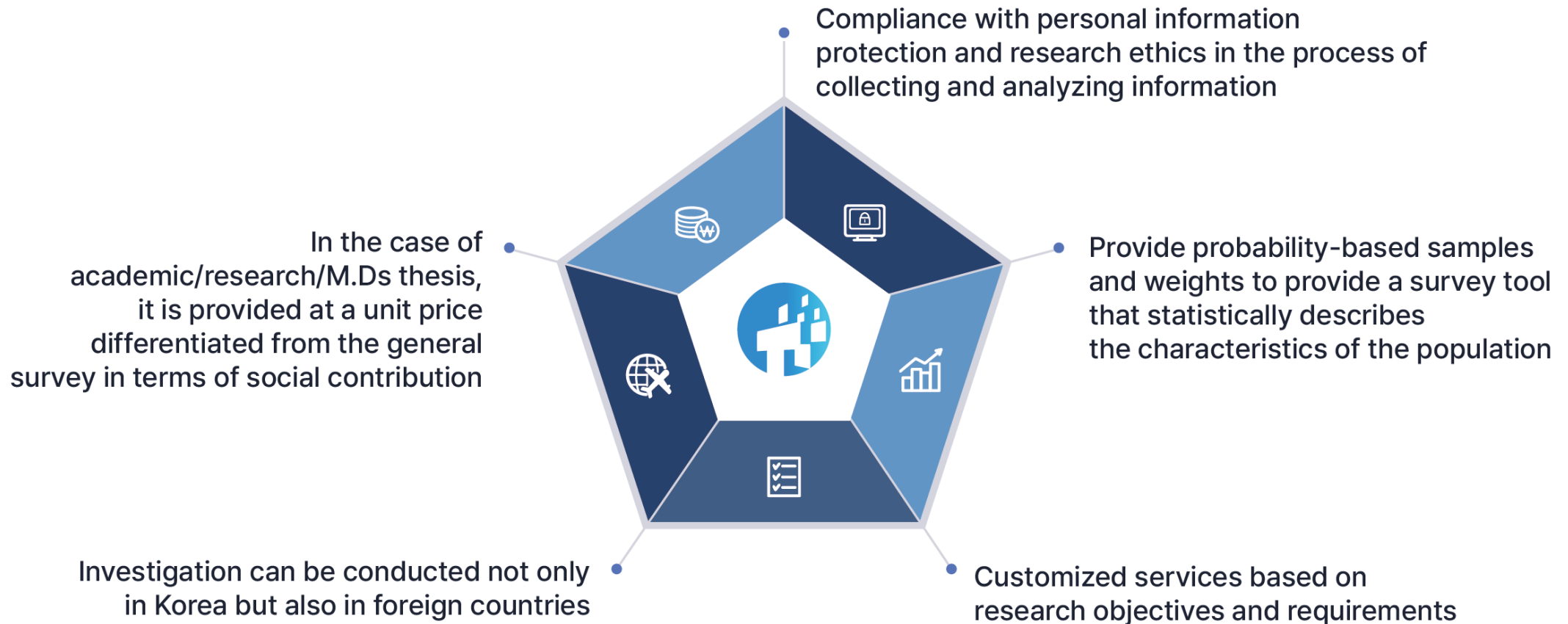
Construction of International Panel Network.





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



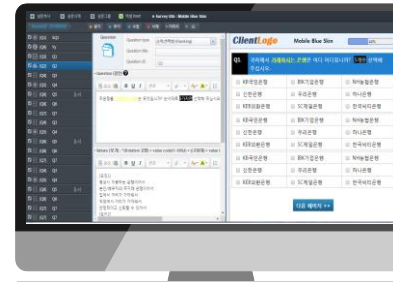
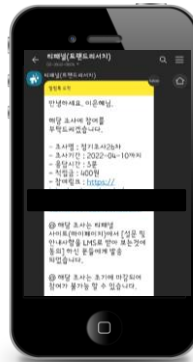
Optimized for all devices 03



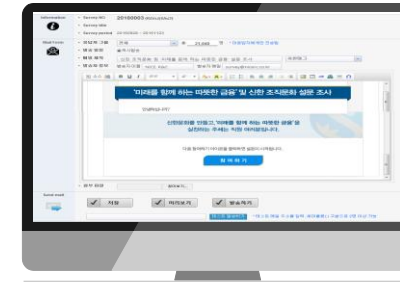
Best-in-class security 04



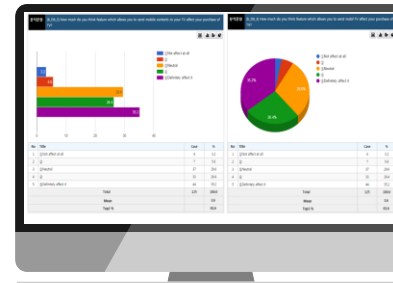
Conducting research using messages



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

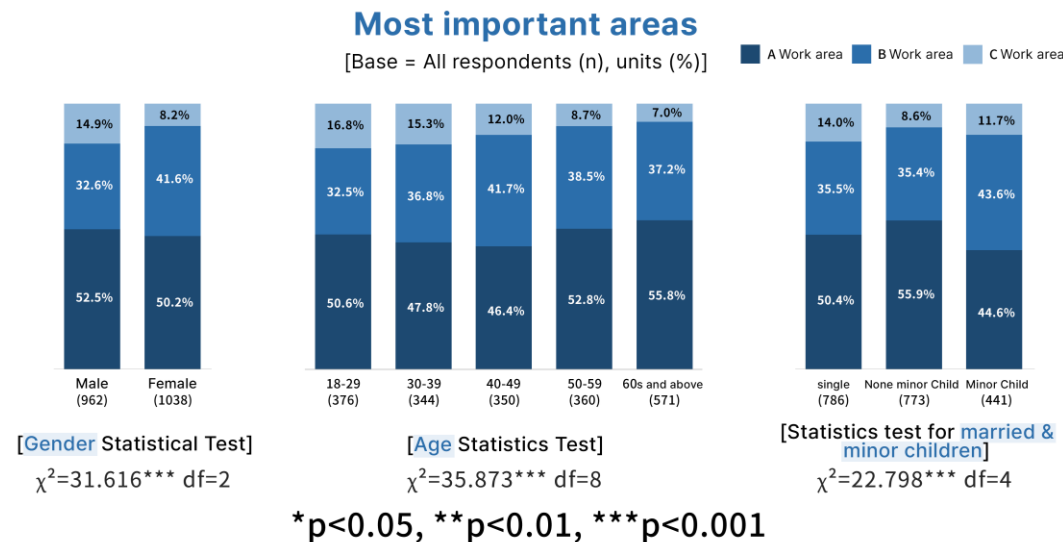


Trend Research enhances the reliability of analysis by providing statistical test results of survey findings.

Statistical Tests

- The chi-square test (χ^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 χ^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



Tpanel 공지사항 정기조사 자주묻는질문 적립금관리 마이페이지 이벤트 로그인 회원가입

티패널 가입하고 상품권 받자!

티패널에 가입하면 가입한 다음달에
네이버페이 1,000원 상품권,
만 18세~25세 및 만 55세~만 64세의 경우
네이버페이 3,000원 상품권을 보내드려요!

※ 네이버페이 1천원 상품권과 3천원 상품권은 중복지급 되지 않습니다.

※ 해당 이벤트는 SMS 본인인증이 아닌 **휴대폰 본인인증** 대상으로 한정됩니다.

※ 회원가입시 LMS 동의는 꼭 해주세요!

가입자에게 지금!

만 18세~25세 및 만 55세~만 64세

N Pay
네이버페이 포인트 쿠폰
1,000원

N Pay
네이버페이 포인트 쿠폰
3,000원

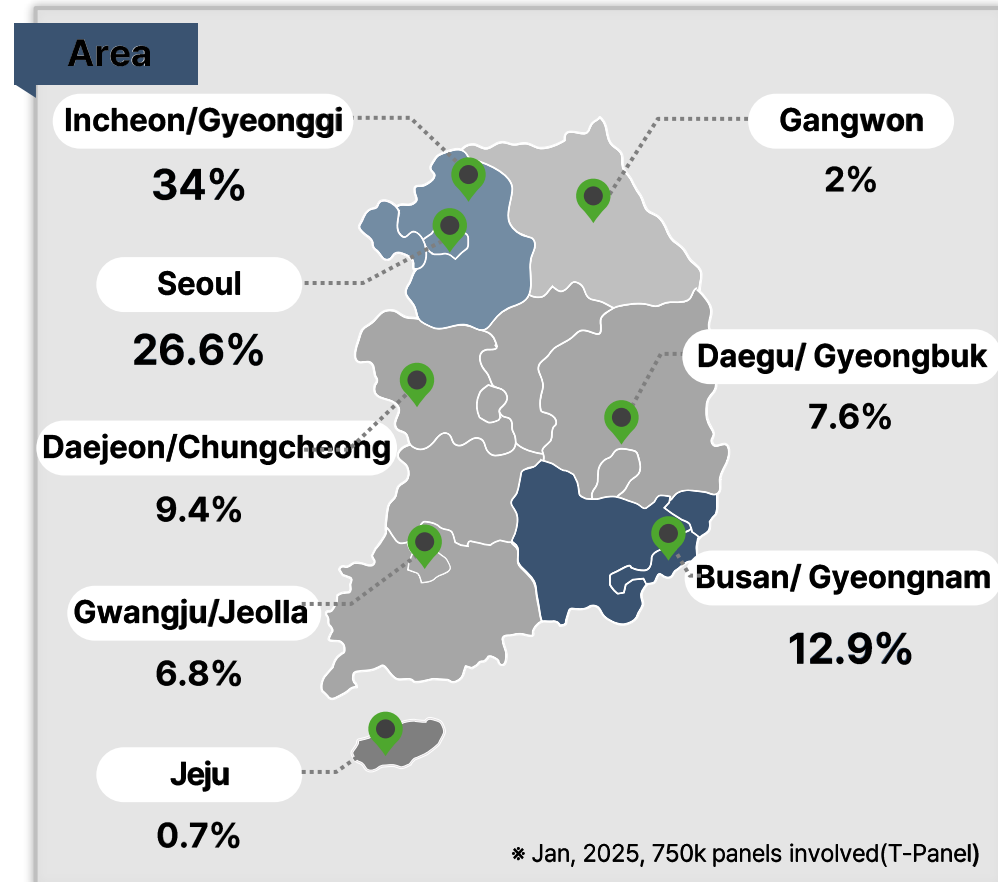
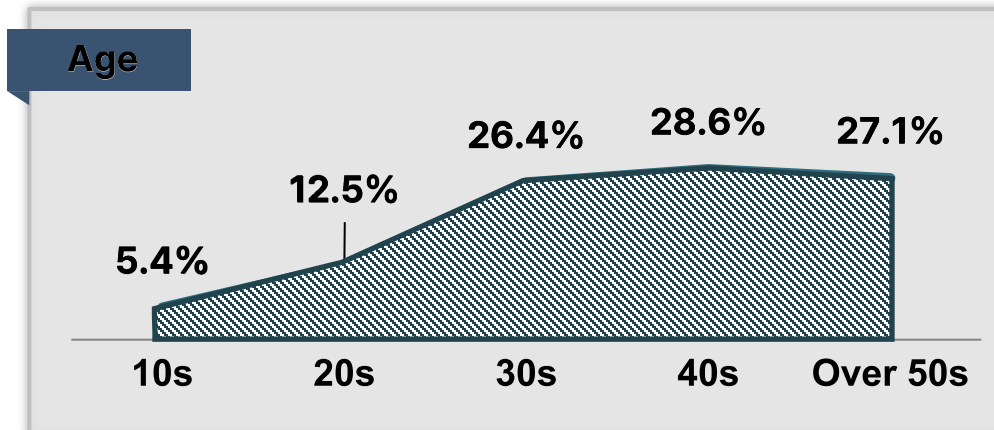


Panel Composition and Characteristics





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



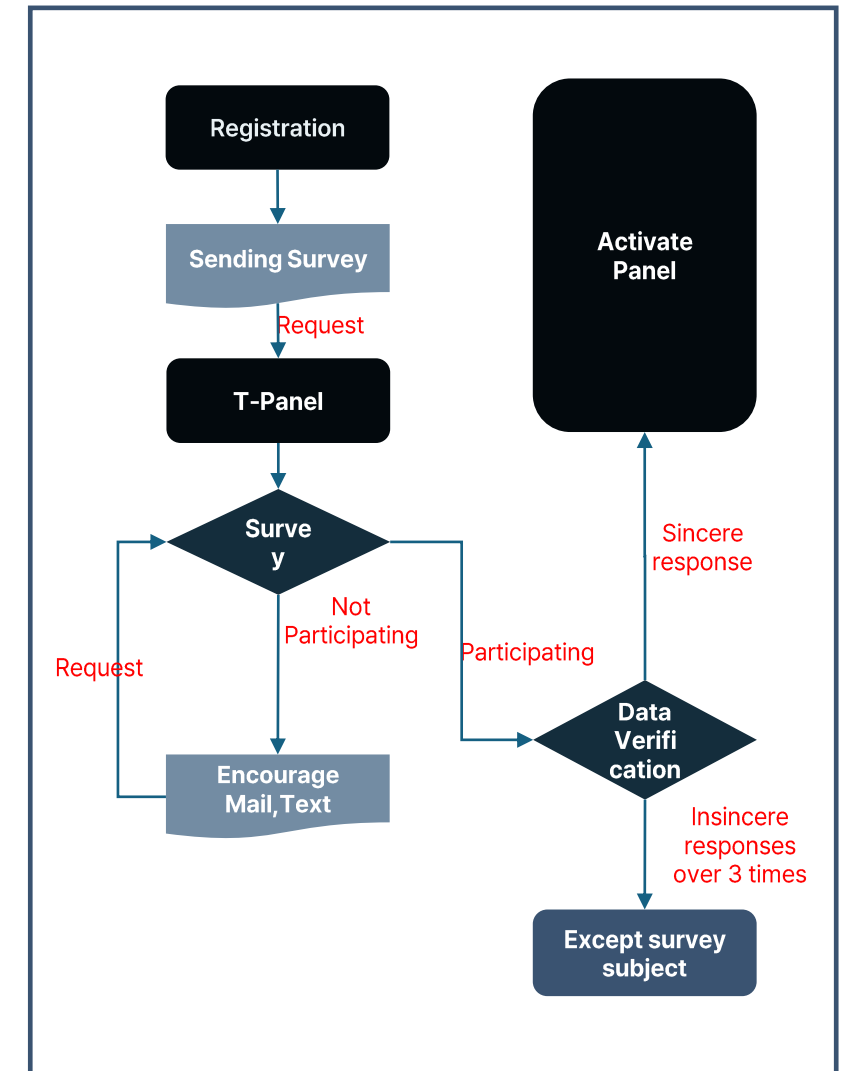
Dormant Panel Management Policy

- 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

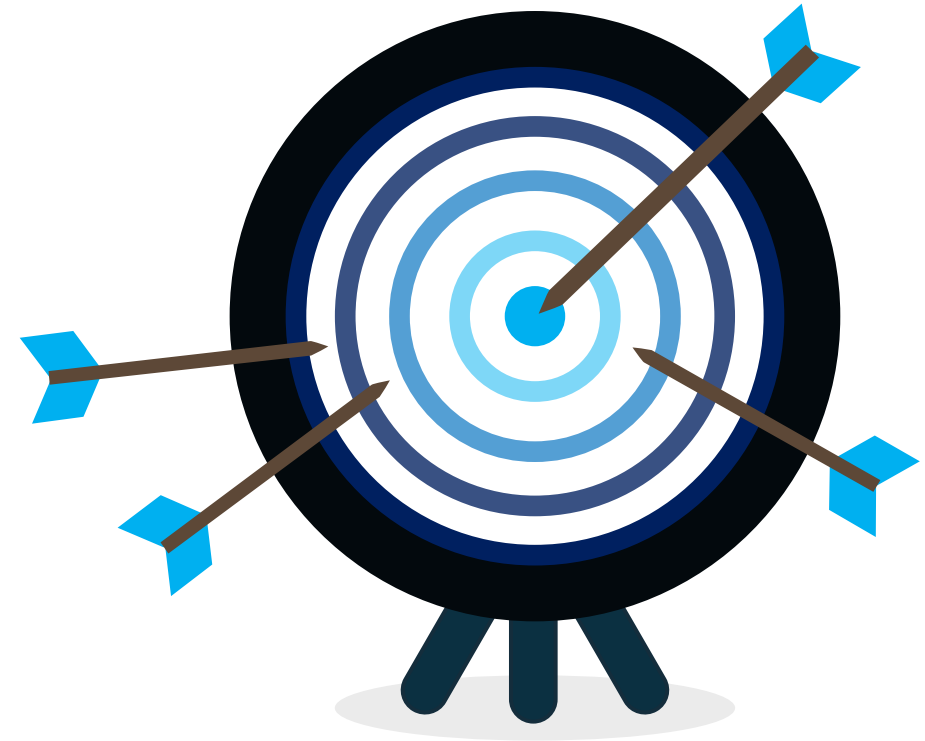
Subject sampling accurate improving and shorten the due diligence period

- 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

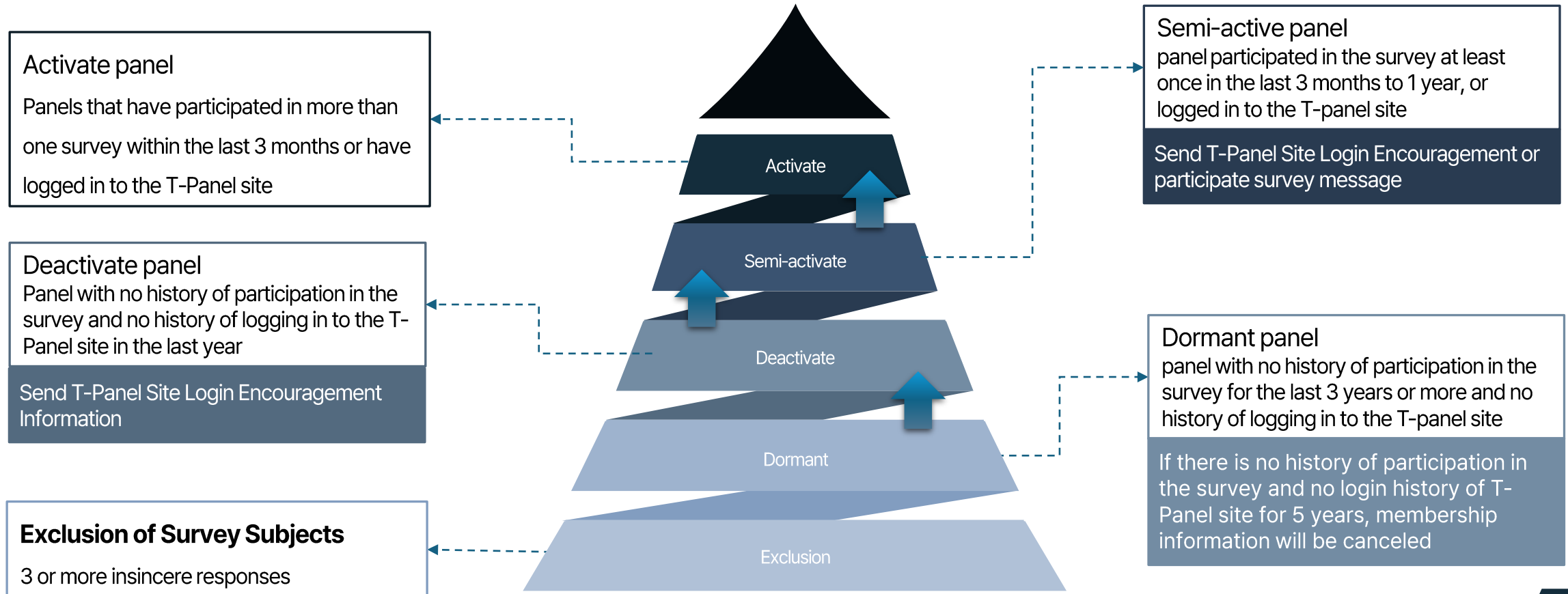




Management panel step-by-step

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

- 425m from exit 14 of Seoul National Gyodae (University of Education) Station on lines 2,3
- 582m from exit 6 of Nambu Bus Terminal(Seoul Art Center) Station on line 3
- 671m from exit 2 of Seocho Station on line 2

Address

Ebenezer Building 3Floor, 82 Banpo-daero 24-gil, Seocho-gu, Seoul, Korea

Tel.

(02) 3442-0604

Fax.

070-4275-5529

E-Mail

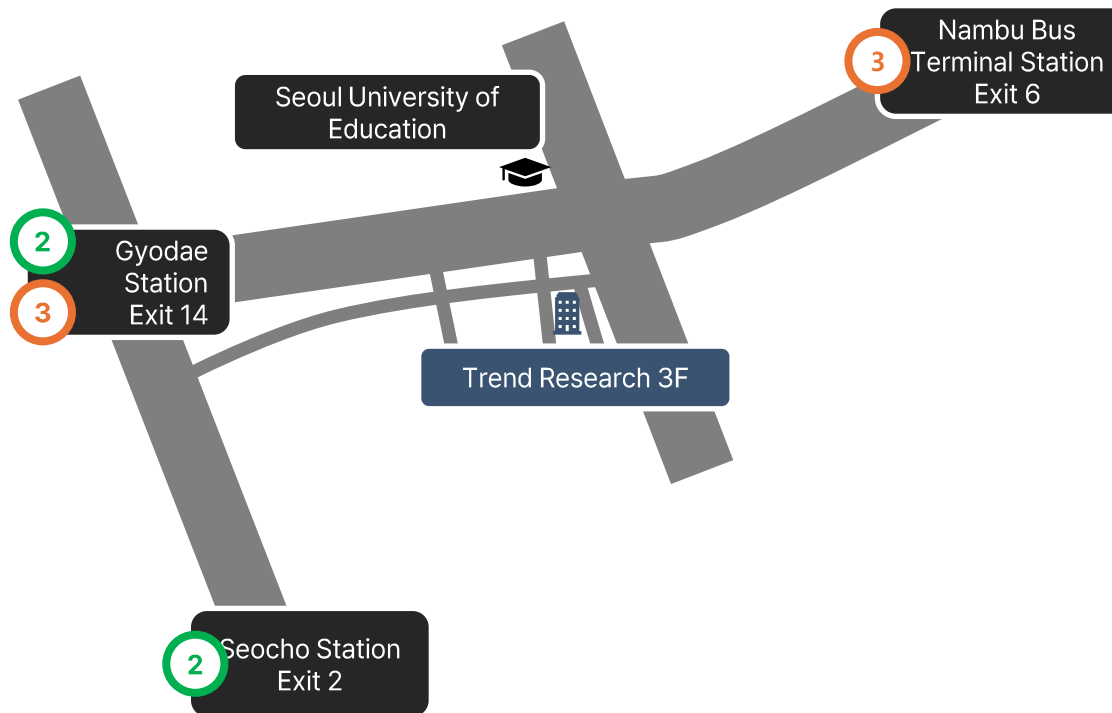
cu@trendmr.com

Home Page

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

Operating Hours

Monday - Friday (excluding public holidays and weekends) 9:30AM - 6:30 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.



Korea
Research
Association
한국조사협회



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