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### **PIECE CONNECT MEDIA LAUNCHES “INSIGHT JOURNEY,” A VISIONARY DATA MARKETING SERVICE CONCEPT**

*The new venture pools together market information on Hawaii locals, Japanese visitors, and other visitors*

HONOLULU — Hawaii-based firm Piece Connect Media, Inc. and Japan-based company Media Rag’s President Masatoshi Fujii just launched his latest venture, Insight Journey (<https://insight-journey.com/>), an online information resource that enables any interested parties to trace and visualize the locations and footsteps of Hawaii locals, Japanese visitors and other tourists in Hawaii. Data compiled through images, times, messages, locations, and emotions posted on SNS by users are plotted on a map and then analyzed, giving crucial insight as to people’s activity history, interests, moods, and levels of satisfaction. The information is updated in real time, on an ongoing basis, and currently boasts a sample size of 172,479 posts.

The aim of “Insight Journey” is to support tourism offices, restaurants, retailers, facility management professionals, marketing and advertising agencies, public relations firms, transportation and logistics companies by providing insight as to popular hot spots, along with undiscovered current trends. It also enables businesses to better understand their customers, determining their likes and dislikes, and where they are going. With this valuable knowledge, companies are better anticipate peoples’ needs and develop more effective business strategies.

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## Piece Connect Media Launches “Insight Journey”

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There are free and paid plans available for companies interested in using “Insight Journey.” Registering online is necessary for both plans, as they are membership-based. Free to users are access to: 1) a heat map, which shows the concentration of where people are going as plotted on a map; 2) rankings of popular destinations; and 3) graphs of the number of posts from any particular business or geographic location.

The paid plan, however, provides additional benefits, including: 1) the route function, which tracks the movement of people around the island; 2) users’ nationalities via color coordinated tags; 3) point data, which enables more detailed breakdowns of particular business or geographic locations; and 4) photos posted on the SNS. The paid plans pricing start at \$4,000/month.

“Hawaii is the launch location of ‘Insight Journey,’ but we have plans for expansion into Guam, Saipan, Thailand, Singapore, Australia, and the United States,” says Masatoshi Fujii, President of Piece Connect Media. “In addition, we are also going to launch a consulting service to support how to strategically use this type of data for companies who wish to expand their businesses in Hawaii.”

[Contact]

Representative Kouhei Honjou (Piece Connect Media Inc.)

<https://piece-media.com/>

For Japanese customers, please contact the associated company here

<http://www.mediarag.jp/contact>

### **About Piece Connect Media**

Established in 2015, by Masatoshi Fujii, Piece Connect Media is a Hawaii-based firm with offices in Hawaii. The company works closely with Tsutaya, a large DVD, CD, and video game rental chain in Japan, by operating and managing the chain’s reward point program called T-Point. Piece Connect Media also has exclusive rights to operate the T-Points program in the State of Hawaii, securing partner locations where points may be awarded and redeemed. In addition, the company has initiated a free magazine and website called “Hawaii Lovers,” (<https://islands-journey.com/hawaiilovers/>) which provides content for Japanese visitors to Hawaii, including where to shop, dine, and play. For more information, please visit the website, <https://piece-media.com>.

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