



The Tokyo Olympics are upon us. Controversial. Debated. Not wanted by the great majority of Japanese according to most polls. The over-arching debate has been, of course, will it be worthwhile. A classic case of the intersection of people, brands, and media. So being a BIBLIOSEXUAL I thought it appropriate to dig in to how the Games would affect the image of Japan and especially its brands.

So, Part 1: I did a deep dive into the view a few key SE Asia countries and the rest of the world had of Japanese Brands before the Games. Then in a month I will revisit and see if there is much change.

To begin, Japanese Brands are still doing fine.

### What do the Japanese think of the Olympics?

We all know that endless surveys have told us that the Japanese people were against holding the Olympics now. So on Friday as the Games were about to start we decided to check what was really happening.

SignificanceSystems, is an AI backed platform that takes a subject, searches all items on the internet in the selected language and geography about that subject and tells us the strengths and weaknesses of the narrative that are driving that subject. You can find more details as to how the platform works here <http://significancesystems.com/>

One of the things the SignificanceSystems platform does after reading ALL of the content on the internet about a subject is analyses which emotions are generated by that content on what we call "emotion wheels" like those in the chart on the chart below. The colours represent the emotional tones created around the topic, green for positive, red for negative, expectations in purple. The deeper the colour the stronger the emotion, the longer each emotion's bar around





