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Dai Nippon Printing Co., Ltd.

ASATSU-DK Inc.

DNP and ASATSU-DK in Joint Development Project on New Ad Media

Dai Nippon Printing Co., Ltd. (DNP) and ASATSU-DK Inc. (ADK) are pleased to announce the September 29, 2010 launch of a joint development project regarding neuromarketing based new advertising media.

[Project Objective]

In line with the diversification of communications, the advertising business is entering a new phase, including a shift from mass-media to personalized media, and we are seeing a demand for more effective ad approach techniques targeting consumers. In particular, in the areas of creative works and media development, “more accurately grasping consumer psychology” is now cited as an extremely important element of communications strategies. Written surveys and group interviews have been used so far as techniques to stay abreast of real consumer feelings or desires. But, these techniques present the challenge of being unable to gain a real grasp of consumer psychology as a result of mind control, from factors including vanity, pride a follow-the-leader mentality or ethical considerations.

DNP and ADK have combining our mutual strengths, and have launched a joint development project designed to create new marketing approaches to neuromarketing based ad business.

[Project Overview]

This new development project aims to “stimulate various ad and communications media via the application of neuroscience.” This project will be driven and promoted by ADK, which has gathered consumer perceptions through the design and production of various ads, and DNP which conducts a neuromarketing based research business. A research group lead by Associate Professor Yasue Mitsukura of the Tokyo University of Agriculture and Technology shall supervise the project. This research group has conducted joint research with DNP on a system designed to research consumer interest levels from the standpoint of neuroscience.

The project will use a hair-band based analytical system (*) jointly developed by DNP and the Mitsukura research group, and by focusing on the financial, along with the health and beauty areas that are the particular strength of ADK, will establish mechanisms that can be used in the development of actual marketing and ad designs.

[Activities]

DNP and ADK will conduct a variety of tests from October 2010. And based on the results of those tests, will establish concrete and practical surveying technique to be reflected in new ad and sales promotion tools developed from a different standpoint than those seen so far.

● Planned Tests

The basic test format will be to display key words, simple questions and actual creative works related to finance, health and beauty, and survey the resultant responses. These responses will be cross-referenced with the contents of written surveys and EEG results to explore consumer psychology. It is planned to conduct tests related to the following three topics, based on a total target base of approximately 120 people from October to December 2010.

1. Tests related to basic awareness and values

Contents: To extract subconscious ideas and value sets related to finance, health and beauty.

2. Tests related to concepts and creative works

Contents: To seek out more efficient communication factors related to the aforementioned topics.

3. Tests related to the extraction of gap factors arising between written surveys and neuromarketing

Contents: To extract the factors giving birth to the gap between the conscious and subconscious in relation to the aforementioned topics.

- Other tests in line with topics other than those mentioned here may also be considered and implemented.

[Forward Looking Events]

Reports related to the aforementioned tests will be released on a sequential basis from December 2010. And in addition to creating survey techniques using neuromarketing that reflects the results of those tests, it is also planned to launch a neuromarketing based ad service next spring.

*Consumers apply a hair-band type electroencephalogram which measures brainwaves emitted while the subject reads magazines, catalogues and booklets etc. A camera takes a photograph of a marker attached to the page of the open booklet, obtains data on the amount of time spent browsing each page, and by incorporating that data with brainwave readings analyzes the extent and movement in interest levels in each page. And by comparing the results with those from questionnaires, it is possible to ascertain consumer interest from a deeper, multi-lateral standpoint, including instances where the subject may have browsed the page for an extended period of time without showing any real interest.