

Toppan Printing establishes the Shop Science Lab for testing effective communication in shops

Adding a scientific approach to creativity in order to provide solutions for manufacturers and distribution companies

Toppan Printing Co., Ltd. will establish the “Shop Science Lab”, an experimental workshop for testing effective communication with consumers in shops. From March 15, the company will start to offer services for manufacturers and distribution companies.

The Shop Science Lab will investigate the challenges faced by manufacturers and distribution companies using its 3 functions of “Research & Testing”, “Design & Production”, and “Simulation”. The types of challenges faced include how to accurately convey a product’s message in shops, how to develop effective POP tools (in-store sales promotion items) and fixtures that will lead to sales, and what package designs and shapes will sell products.

By combining the creative know-how Toppan Printing has accumulated in the areas of POP tool, package, shop and space design with features such as research and testing data from eye trackers, virtual shop simulations using CG and a pseudo shop space inside the lab, measures will be designed to maximize consumers’ desire to make purchases and optimal solutions will be offered to manufacturers and distribution companies.



Pseudo shop space (reproduction of a shop)



Eye tracking research using life-size video

Background

- As consumers’ lifestyles and media diversify, consumers’ purchasing habits and attitudes are changing and communication between companies and consumers has become more sophisticated.
- In this environment, the importance of shops as the “place of sales” is increasing and more effective communication based in shops is in demand.

Overview of the Shop Science Lab

Research & Testing

Research at the Shop Science Lab is designed and conducted by Toppan Printing's Consumer Behavior Research Center, which has a history of over 40 years as a research section and uses the know-how and theory in shop research that has been accumulated.

Visual analysis using eye tracking

Using a contactless eye tracker, the movement of the line of sight of the participant is put into visual form and specific testing can be conducted on how consumers look at shops and items such as packaging. It is possible to conduct research that closely recreates actual shop conditions by using a projector to screen life-size photographs of shops, CG and video.

Subsequent interviews (and surveys)

After the eye-tracking, the video of the tracking of the line of sight is shown to the participant and an interview is conducted in chronological order. The changes in behavior caused by the visual stimuli are verified in stages.

Pseudo shop research

An actual place of sales has been recreated in the Shop Science Lab and it will be possible to research consumers' behavior and feelings at the point of purchase in conditions similar to actual places where purchases are made.

Design & Production

It is possible to test designs of items such as packaging and POP by using the selection of materials available in the Shop Science Lab that includes paper, cardboard, plastics, special printing samples, and samples of package surface decoration.

The lab also has samples of environmentally friendly materials and various materials that have been successfully used in the past. By wearing special goggles, it is possible to recreate the vision of elderly people and those with problems with color perception and conduct UD (universal design) simulations that test color and design from the perspectives of such people.

Real simulation

It is possible to test design and structure by putting target POP tools, fixtures and packaging on the multipurpose fixtures permanently installed at the Shop Science Lab.

CG Simulation

- The appearance and shape of POP tools, fixtures and packaging can be tested in a virtual space.
- Purchasing simulations can be performed by walking around a virtual shop space.
- Line of sight movement can be put into data form through combination with eye tracking devices.

Future developments

Toppan Printing will further advance communication in shops, including research and development of the best use of network-type digital signage, which will be an important tool for cross-media originating from shops.

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NOTE: This product is not available in the United States. For more information, contact Ron Ens at 732-469-8400 ext. 2505