
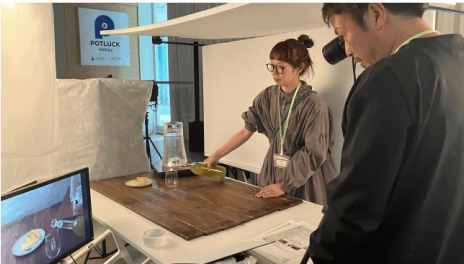


As part of Mitsui Fudosan's "&mog by Mitsui Fudosan" initiative to solve problems in the food industry and create added value, a trial creative production experience event was held for five companies operating in the food industry. Each company brought in their own products and had them individually photographed by the UMEZOOtable creative team.

Friday, May 10, 2024: Food industry creative production experience event details

<p>•Purpose•</p> <p>•Provide support for food players in their business development challenges from both the hardware and software sides One of the &amp;mog initiatives is to support companies that lack the resources to focus on creativity and related areas.</p> <p>• By organizing and analyzing information on the responses of participating companies, suggestions obtained, and issues and areas for improvement, we will use the information to improve the quality of support services and optimize pricing.</p> <p>[Agenda for the day]</p> <p>• Entering the venue</p> <p>•Event kickoff</p> <p>•Photographed by each company</p> <p>•Product inspection</p> <p>• Dismantling the venue</p>	<p>•Participating companies•</p> <p>Sydecas Inc.</p> <p>Shokukai Co., Ltd.</p> <p>REDD inc.</p> <p>Dishwill Co., Ltd.</p> <p>Matilda Co., Ltd.</p> <p>[Related companies]</p> <p>SIGMAXYZ Inc.</p> <p>Kokubu Group Headquarters Co., Ltd.</p> <p>ARCO Plus Co., Ltd.</p>
 <p>Overall view of the shooting scene</p>	 <p>Creative team</p>

Explanation of the photographic characteristics and the techniques used in the photography using some actual photographs



"THE NUTS BAR" Sydecas Co., Ltd.

Package photo for SNS and web. Natural light is reproduced by shining soft light from above at an angle to match the characteristics of the product, which is a nut bar. Styling was adopted to place the product in a basket, taking into consideration the reflection of the bottom of the semi-transparent package.



"Chili Shrimp and Broccoli" Matilda Co., Ltd.

Photos for Instagram and other social media. The theme is "delivering healthy, fun, yet comforting food." The use of rounded octagonal tableware creates a homey feel. It is also worth noting that the colors of the wallpaper and the food are the same.



"Lighting Technique"

Because it was difficult to get natural light into the studio where the temporary booth was set up, regular lights and strobes were used in combination. There was also concern that the high ceiling of the studio would make it difficult for the light to spread around. We would like to draw attention to the photographer's knowledge and ingenuity in overcoming this challenge by creating a low ceiling using kapok (a large reflector).

Knowledge gained from the event

Responses from participating companies: Many companies commented that they were able to participate easily and bring out the appeal of their products. They realized the need for creative partners.

Issues and areas for improvement: Promoting understanding of the roles of food stylists and photographers, and responding to diverse needs and budgets.

We ensure time for shooting and make thorough preparations in advance to ensure that the shoot reflects our unique worldview.

## Possibility of supporting creative production in the food industry

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In recent years, the ways in which consumers and their contact points have become more diverse, and companies must now consider how their ads look at every contact point. With the spread of digital advertising on social media, websites, EC, and other platforms, we are now in an era where anyone can advertise easily and at low cost. On the other hand, with the spread of smartphones, there are more and more things that must be considered, such as how vertical ads look.

Food, in particular, is not just a product that is directly ingested into the body, but is directly connected to people's health and lifestyle. The creative department must also take this into consideration, and it is essential to have the ability to express various usage scenarios, such as for home use, the food service industry, and business sales materials. In addition, fresh food deteriorates over time, so the technique of photographing it at the best timing is important.

This is not limited to food, but in this age of product saturation, if you can appeal to people's emotions through the way you present your product, in addition to being of good quality, there will be more opportunities for users to pick it up. Startups' products are at a disadvantage in terms of capital compared to major companies' products, but I think there is a possibility that they can turn the situation around with creativity.

However, it is not easy for all companies to allocate sufficient resources to the creative field. Expert knowledge, skills, and equipment are essential to produce excellent creative work, but the reality is that it is difficult to cover all of these in-house with limited funds and human resources. In this situation, I think it is very encouraging that Mitsui Fudosan is providing support in the creative field.

We have high hopes for &mog by Mitsui Fudosan as a problem-solving partner, especially for startup companies in the food creativity field. We believe that by utilizing their creative power, we can open up new possibilities for Japanese food culture, which we can be proud of on a global scale, and create even more value.

(UMEZOOtable Co., Ltd. Umezu Shingo)

