

&mog Report

~2024/02/17~18 "Dekabo Food Marche @ Nihonbashi Coredo Muromachi" Edition~

For many food companies, including manufacturers, the opportunity to see real consumer reactions to their products is probably quite rare.

&mog offers its partner companies solutions and opportunities that enable them to fully utilize the assets that Mitsui Fudosan owns in Nihonbashi.

In this article, you will learn specific methods for conducting surveys using contact points with Nihonbashi residents and understand the main personas of visitors to Nihonbashi.

Article Content Summary

- By devising the event plan, you can create a lively atmosphere while gathering feedback from consumers.

You can

By using the Nihonbashi contact point, we can directly collect the voices of "housewives who are in charge of food and cooking in the home. "

You can

By setting specific research themes, companies can

You can get consumer insights that can be used for your marketing.

How to conduct surveys at a market (event)

In February 2024, a "Dekabo Food Marche"* with a focus on carbon-free food will be held on Nakadori Street, located between the commercial facilities Coredo Muromachi 1 and 2 .

*Dekabo: A name that uses the word "decarbonization" (more information [here](#))

We had booths set up by companies that deal in carbon-free foods, such as plant-based (vegan) corned beef.

Actual store opening scene



In order to secure a certain number of responses and obtain insights from the questionnaire survey, it is necessary to creatively create ways to attract customers and generate excitement.

In February, a lunch box was released that was a collaboration between Gen Z and Aya Ai Nagauchi, a food culture researcher who runs the food association Nihonbashi .

WASHOKU PLANT BASED



***The menu pictured was actually sold in a single lunch box.**

Based on the concept of spreading the discovery that "plant-based foods are kind not only to the earth but also to people," the company sells plant-based lunch boxes that feature traditional Japanese cuisine (more details here).

Since Nagauchi and the students sold the lunch boxes by hand, they served as an entry point for people who stopped by to become interested in the event .

As a result, we opened at noon (despite it being midwinter and quite windy), and we were able to collect 90 surveys.

The key point is that manufacturers can set up booths at these events without worrying about a shortage of staff, which is a major obstacle for manufacturers . &mog is expanding its Gen Z community (total of more than 400 people) that it has formed with partner companies , and can provide survey staff from that community.

In street surveys, it is important that staff understand the product and can communicate with people on the street, but even if you rely on outside parties, it may not be easy to assign such personnel. It is possible to assign personnel who meet the requirements from the Gen Z community.

&mog also has many contact points with other places.

In addition to being located near commercial facilities such as Coredo Muromachi, which attracts visitors, we also have a variety of touchpoints, such as coworking offices where office workers gather, so you can use them depending on the customer attributes you want to reach.

*Reference: [The rest space in Coredo Muromachi 1 facing Nakadori Street \(Kadochi\) \(for visitors\)](#) can be used as an event space.

*Reference: [+NARU NIHONBASHI \(for workers\)](#) A co-working space with an open kitchen, with approximately 2,000 registered members from the Nihonbashi area . Events and workshops are held every month, helping to create a worker community.

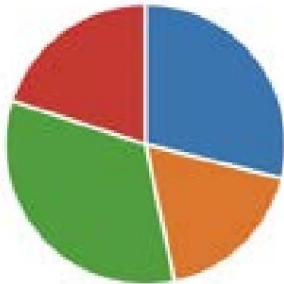
What kind of people visit Nihonbashi?

Here are some of the results from the February survey.

2. 日本橋にはどのくらいの頻度でいらっしゃいますか？

詳細

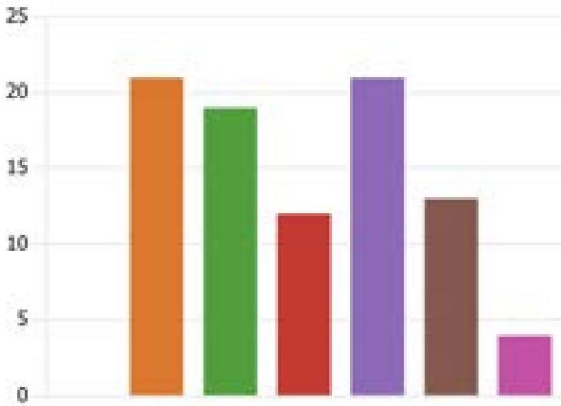
週2回以上	26
週1回程度	16
月1回程度	30
上記未満	18



3. あなたの年齢を教えてください

詳細

10代以下	0
20代	21
30代	19
40代	12
50代	21
60代	13
70代以上	4



4. あなたの性別を選んでください

詳細

男性	18
女性	71
その他/回答したくない	1



The results showed that many people visit Nihonbashi "once a month" or "more than twice a week."

I myself conducted on-site interviews, and my impression was that many of the people I interviewed lived near Nihonbashi and were just stopping by to do some shopping without any particular purpose in mind.

In terms of age, excluding some responses from staff in their 20s, the majority of respondents were in their 50s, followed by their 30s, and most were women.

Some people come here with friends, while others come with their families, but they all have one thing in common: they are housewives who are in charge of food and cooking in their homes. Nihonbashi is a point of contact with this demographic of housewives.

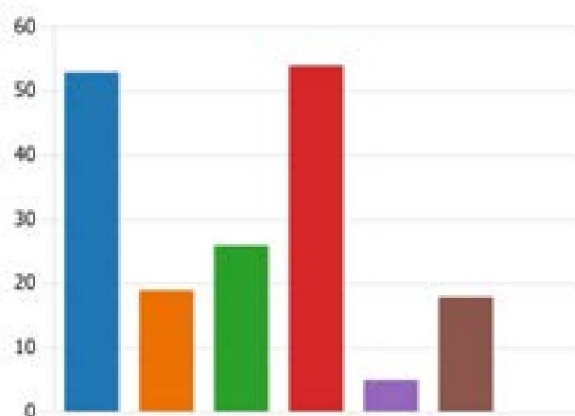
We have also held events at the same location many times outside of February, but since people do not have a clear purpose for visiting , many are interested and listen to what the staff has to say, making it easy to communicate with them .

What about your attitude towards food?

8. 日常生活において、食に関して気にされている点を教えてください

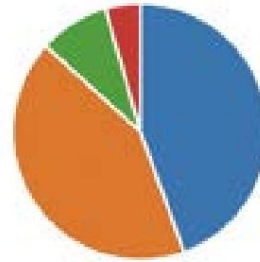
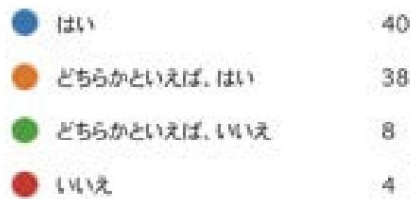
詳細

値段、コストパフォーマンス	53
見た目(彩り、写真映え)	19
環境面 (サステナブル、環境負荷の低い商品)	26
健康面	54
商品のコンセプトやストーリー	5
手軽さ(手間なく準備できるか)	18
その他	0



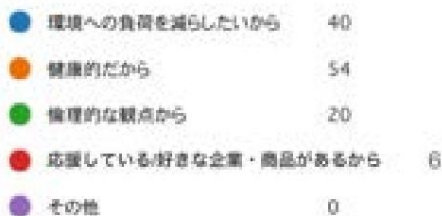
11. デカボ/サステナブルな食品に興味はありますか？

詳細



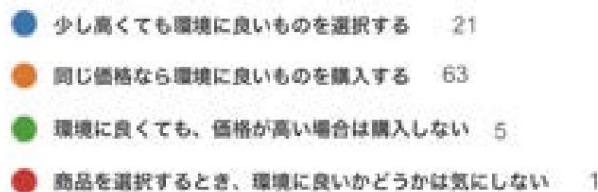
12. 前問で「はい/どちらかといえば、はい」と答えた方へ：デカボ/サステナブルな食品に興味がある理由を教えてください

詳細



13. デカボ・サステナブルな食品に関して、自身のお考えに近いものを教えてください

詳細



Since most of the respondents are in their 30s and 50s, many are concerned about health when it comes to food, and the results showed that they are equally concerned about price and value for money.

Another surprising discovery was that when asked about their interest in decarbonization/sustainable food, nearly half of the respondents answered "yes" to the top question alone, showing that **awareness and interest in the SDGs and decarbonization are not the exclusive domain of the younger generation**.

However, as stated in Q13, it is not the case that people will buy anything if it is Dekabo/sustainable; when there are two similar products, the majority take the stance that "if it is the same price, I will buy the one that is better for the environment."

In another article, we mentioned that visitors to Nihonbashi tend to have high annual household incomes (see article here), but (when it comes to food) high annual incomes **do not necessarily mean that they are the type of people who buy higher unit price items**.

Products that use large new ingredients, for example, tend to be expensive, so it may be necessary to focus on the "moments when the target demographic's wallets psychologically get bigger," such as gift demand.

Alternatively, as mentioned in Q12 (Reasons for being interested in decabo/sustainable), it would be effective to take advantage of the already widespread consumer perception that "decabo products are good for your health," such as plant-based foods, and communicate the added value that consumers want.

lastly

By using a research company, it is possible to secure a certain number of samples and conduct quantitative verification.

However, for startups dealing with new ingredients, they may not be able to allocate a sufficient budget to this, may not have the direction to effectively utilize research companies, or may simply want to explore unknown consumer needs (which cannot be explored in depth through quantitative research).

In such cases, please consider conducting a survey using the area of Nihonbashi.

Message from &mog <An opportunity to deliver your brand and products from Nihonbashi>

In the past, while holding markets in Nihonbashi and talking to food manufacturers, we have heard many times how few opportunities there are to have contact with consumers. We at Earth Hacks have also held "Decabo Marches" with the theme of decarbonization in areas such as Hokkaido, Kanto, Kansai, and Shikoku, and we have realized that the Nihonbashi area is especially loved by local residents. In addition, although it has an image of a high-class town, it is also a place where local residents can drop in during their daily lives. &mog was started from the idea of using the real estate assets that Mitsui Fudosan has built up so far, such as those mentioned above, to innovate in the familiar area of "food". Nihonbashi has many events throughout the year, such as summer festivals, and the town is lively. Such contact with consumers is not inferior to the lab, and has a lot of potential as a place to create seeds of innovation. We at Earth hacks have a Gen Z community of 400 members called "Dekabo Ambassadors," so we will involve them as we work with &mog to develop ways to utilize Nihonbashi as an attractive touchpoint for consumers, and provide solutions that can contribute to innovation for players in the food industry.



&mog Marche Manager Shota Masuoka (Earth hacks)