

**PRESS RELEASE**

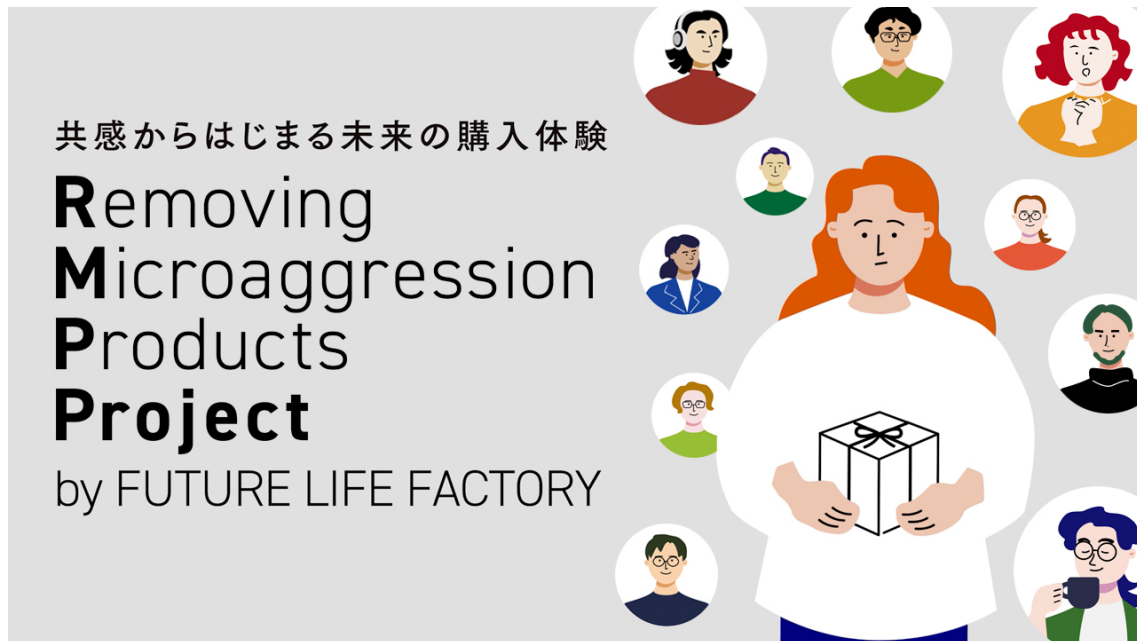
**Emotional Connections - The Future of Shopping?  
McCann Alpha Unveils a New Project, Co-created with Panasonic**

【March 6, 2023 - Tokyo】

McCann Alpha (Director: Ryosuke Yoshitomi), a business co-creation division of McCann Japan (President and CEO: Hiroaki Mori), is pleased to announce a new project planned and developed in partnership with Panasonic's design studio Future Life Factory (FLF), "The MADE IN → MADE BY -- RMP Project-." The project will provide an experience that shares a glimpse into a future shopping experience that is based on an original standard of traceability, with emotional connection to the thoughts and lives of the product's makers as the key. A limited number of 100 original shirts were sold at a pop-up shop this weekend, with shoppers able to connect with the people involved in making the shirt through cutting-edge Web3 technology.



■ Project Concept



Concept Video YouTube URL : <https://youtu.be/I7NK0a7O5hE> (Japanese only)

Today, there is an increasing focus on traceability and more and more companies are disclosing information on their products, such as the place of production, the production method, and quantitative data on the product's environmental impact. In the near future, it may become the norm for the nationality, gender, age, and other information on the product's makers to be released and consumers may decide their purchase based these variables.

- What if you shared the same taste in music with the person who processed the product's raw materials?
- What if you had the same hobbies as the product's production manager?
- What if you discover that you want to root for the dream held by the product's sales staff?

In our everyday lives, we might find ourselves hesitating to purchase a product because of unconscious bias of thinking that a particular product must be of poor quality because it was made in a certain country. However, when we learn about the individual people that were involved in getting the product to us, such bias is lifted. That is the kind of experience this project aims to provide.

## ■ About the Removing Microaggression Products

### Project (RMP Project)

The pop-up store was part of the RMP Project, which aims to remove microaggressions (subtle, often unconscious bias) that we direct toward products of various categories. The project is based on the belief that this bias can be removed if the consumer connects in an emotional, personal way to the thoughts and lives of the people behind the product.

In addition to providing easy access to information on the people involved in making the product, a mechanism for connecting consumers with the makers is being developed in collaboration with Final Aim, the owner of the "Final Chain" platform, which utilizes Web 3 technology, a decentralized Internet based on blockchain technology.

Project Website: <https://panasonic.co.jp/design/flf/works/rmpproject/>



## ■ 1. Mechanism for Connecting with the Product's Makers

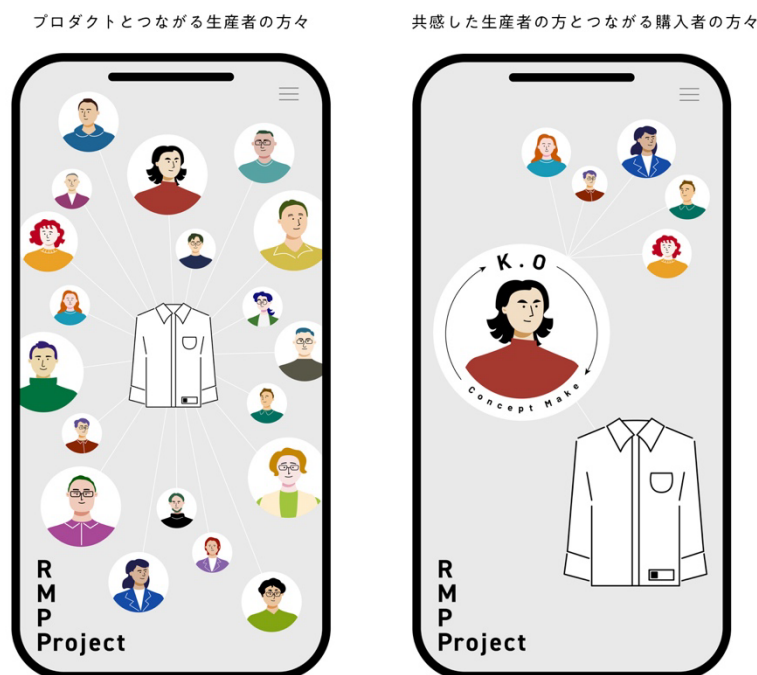
Those who purchased the original shirt were asked to fill out a questionnaire. Based on this, the purchaser and the makers were able to connect through a special website using the Web3 platform Final Chain, which uses blockchain technology.



1. Emotional connection with maker
2. Make a purchase. Fill out a questionnaire
3. The purchaser will be reflected on the website

Left side: The members involved in the making of the product

Right side: Consumers who made an emotional connection with the makers



### About the Project Team

This project is led by Future Life Factory, with SOLIT!, Final Aim, and McCann Alpha participating as collaborators.

This project is led by Future Life Factory, with McCannAlpha providing concept development and production support, and SOLIT, Inc. Final Aim, Inc., and PARAGON DIGITAL DESIGN participating as collaborators.



**FUTURE LIFE FACTORY (Panasonic Corporation Design Division)**

<https://panasonic.co.jp/design/flf>

FUTURE LIFE FACTORY is Panasonic's design studio that seeks to answer the question, "What does a fulfilling future look like?" Through creative and out-of-the-box thinking, it continues to present the world with ideas that envision a richer future for all.

**SO  
LIT!**

**SOLIT, Inc.**

<https://solit-japan.com/>

SOLIT is a company that develops products with inclusive designs with the aim of realizing an "inclusive economy," where everyone can accept differences as they are and coexist in a healthy way. As the first initiative toward this aim, the company has created "SOLIT!" a fashion brand that allows people to semi-customize their clothes by choosing the design, size, and length for each part of the body. Designed for easy wearing and removal for all users, no matter their disability, sexuality, or body shape. The brand was awarded the highest honor of GOLD at the iF DESIGN AWARD 2022, one of the world's top three design awards.

Reference Link: <https://ifdesign.com/en/winner-ranking/project/solit/346645>





**Final Aim, Inc.**

<https://final-aim.com>

Final Aim is expanding its Web 3.0 business globally, primarily in the design and digital manufacturing domain. In November 2021, it announced the beta version of its proprietary blockchain platform, Final Chain. In April 2022, the company established a corporation in the US to expand its business, finance, legal, accounting, and strengthen its Web3 technology, including protocols and fungible/non-fungible tokens. In September of the same year, the company was also selected for the Berkeley SkyDeck, a global startup accelerator.

Reference Link: <https://final-aim.com/sony-design-consulting-ic-card-hardware-wallet>



**PARAGON DIGITAL DESIGN**

<https://www.paragon.co.jp/>

PARAGON DIGITAL DESIGN is the digital solutions arm of Paragon Inc., which is celebrating its 51st anniversary. Utilizing the creative powers cultivated through Paragon's TVC and print work, the company is committed to creating unique, unparalleled works in the digital domain as well, under the spirit of "paragon," a word which means an item of exceptional merit or a model of particular excellence.

# McCann Alpha

**McCann Japan / McCann Alpha**

<https://www.mccannwg.co.jp/>

McCann Japan is the flagship agency of McCann Worldgroup Japan, the only true

international advertising agency in Japan capable of independent planning and buying of media. McCann Japan boasts a client roster composed of both major domestic and international companies. McCann Alpha, established in 2021, is a division within McCann Japan that aims to serve as a co-creation partner for businesses. With multiple projects currently underway, it works closely with clients such as Panasonic to run alongside them throughout a project's lifecycle, from ideation to realization.

**For any inquiries please contact:**

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