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Paper Sense: a consumer attitude research project

How well does paper compete with other media?

We are exposed every day to a wide range of advertising in our homes, online and at retail establishments. The Paper Sense Project will identify how consumer response depends on the channel chosen for marketing communication. The project being carried out by Innventia AB (formerly STFI-Packforsk), in collaboration with a broad network of partners from various industry sectors, is aiming at investigating attitudes and responses of consumers to printed and electronic media.

“A number of major paper companies are participating in the Paper Sense project, along with well known brand owners, such as IKEA and ICA, as well as the Kista Mobile and Multimedia Showcase, the Stockholm School of Economics and Mid Sweden University,” says Siv Lindberg from Innventia, who is the Project Manager. “With the aid of a network such as this, we will be able to gain a broad perspective of this subject.”

One part of the project will involve surveys carried out in retail establishments, where consumer response to advertising will be investigated. Interviews will take place and special equipment will be used for measuring the eye movements of shoppers on location. This will enable researchers to assess how direct advertising received in the home and in digital and paper-based advertising encountered in retail stores affect consumer behaviour.

A sub-project, initiated in April, will measure consumer response to advertising signage in a laboratory setting using test panels.

“One aspect of the work involves registering the eye movements of people while they are reading advertising materials, in order to investigate how different media are processed visually. The focus will even include consumer strategies for avoiding advertising. There will be comparative studies on how content design and printing/paper quality affect how people experience the different media. The laboratory studies will take place at the Innventia Human-Product Interaction Laboratory in Stockholm, at Mid Sweden University and at SCA.

The Paper Sense project, mainly financed by Vinnova through its Research Programme for the Forestry and Wood Industry, aims at providing companies with information about how to balance their use of printed and digital media and of the advantages and disadvantages associated with paper-based marketing communications. The project will also investigate the possibility of developing

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innovative paper products in response to consumer needs, along with how synergy effects among different media can be utilized to strengthen the medium of paper.

“This research project will show us how paper should be developed, so that it will be an interesting alternative in the future,” says Bengt Larsson of IKEA Communications.

About Paper Sense

Paper Sense project partners: Innventia, the Stockholm School of Economics (including the Institute of International Business and Nordic School of Retail Management), Holmen Paper, ICA, Kista Science City (Kista Mobile and Multimedia Showcase), IKEA, Mid Sweden University, M-Real, Norske Skogsindustrier ASA, SCA and Stora Enso.

Project period: 2008-2010



INNVENTIA AB is a world leader in research and development relating to pulp, paper, graphic media, packaging and biorefining. Our unique ability to translate research into innovative products and processes generates enhanced value for our industry partners. We call our approach boosting business with science. Innventia posted revenues of SEK 330 million last year and employs 270 people, based in Stockholm, Trondheim and London.

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