



Applying
SENSORY ANALYSIS
to create Successful
Products and Brands!

MARCH 29th, 2018

CHALLENGES DURING THE DEVELOPMENT PROCESS

BARRIERS FOR THE DEVELOPER

- ✓ *STRONG COMPETITION IN THE MARKET*
- ✓ *SHORT DEADLINES*
- ✓ *CHANGES IN MARKETING STRATEGY*
- ✓ *CHANGES IN REGULATIONS*
- ✓ *SHORTAGE OF RESOURCES*
- ✓ *... **BUT** MUST TO KEEP THE BRAND DNA AND PRODUCT PROMISES*





DESCRIPTIVE

“Which are the product characteristics?”

“How much each attribute contributes to the sensory profile?”

TIME-INTENSITY, QDA, NAPPING, TDS, etc.



DISCRIMINATIVE

“Does sensory difference exist between samples?”

“Are there perceivable differences?”

TRIANGULAR, DUO TRIO, TETRAD, DOD, R-INDEX, etc.



AFFECTIVE

“How well products are likely to be accepted?”

ACCEPTANCE OR PREFERENCE TESTING

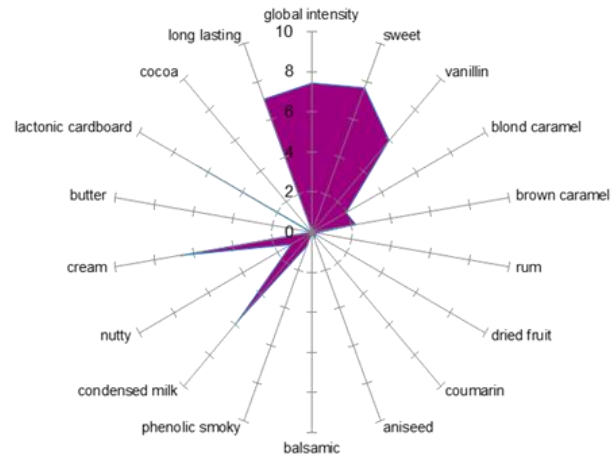
*The sensory properties are **THE KEY FACTORS** in ensuring product success! They are the triggers for humans memory encoding and emotions!*

CHALLENGE 1- ICE CREAM

HOW TO GUARANTEE THE SAME VANILLA PROFILE AROUND THE WORLD?



✓ *Descriptive profiles: Vanilla taste profile*



✓ *Discriminative Tests: R- Index*

CHALLENGE 2- PERSONAL CARE

HOW TO KEEP THE FRAGRANCE IDENTITY AND IMPROVE THE BODY CREAM FORMULATION?

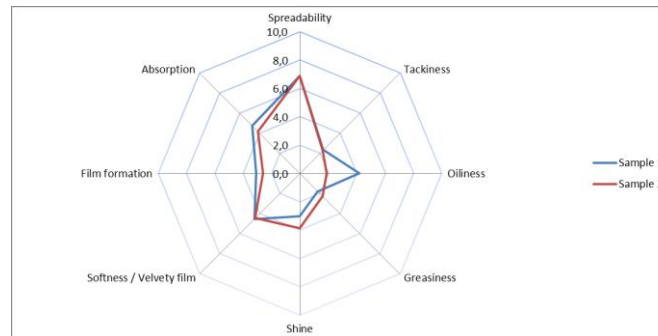
✓ *Discriminative Tests: Triangular on neat*



Test Procedure and Results: n = 13 respondents

	Neat	On Skin
Correct answers	3	4
Wrong answers	10	8
SUM	13	12

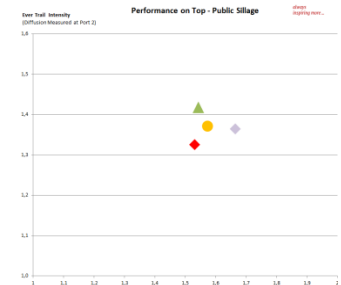
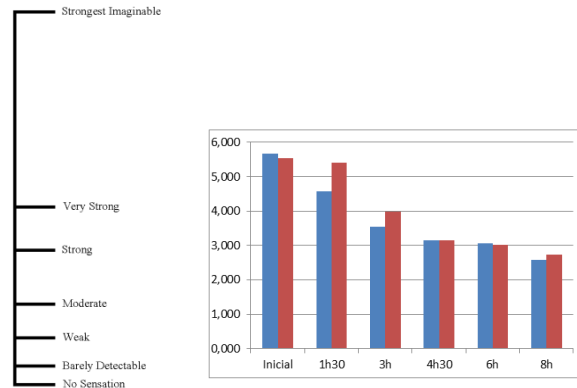
✓ *Descriptive Panel: Cream Texture*



CHALLENGE 3- FINE FRAGRANCE

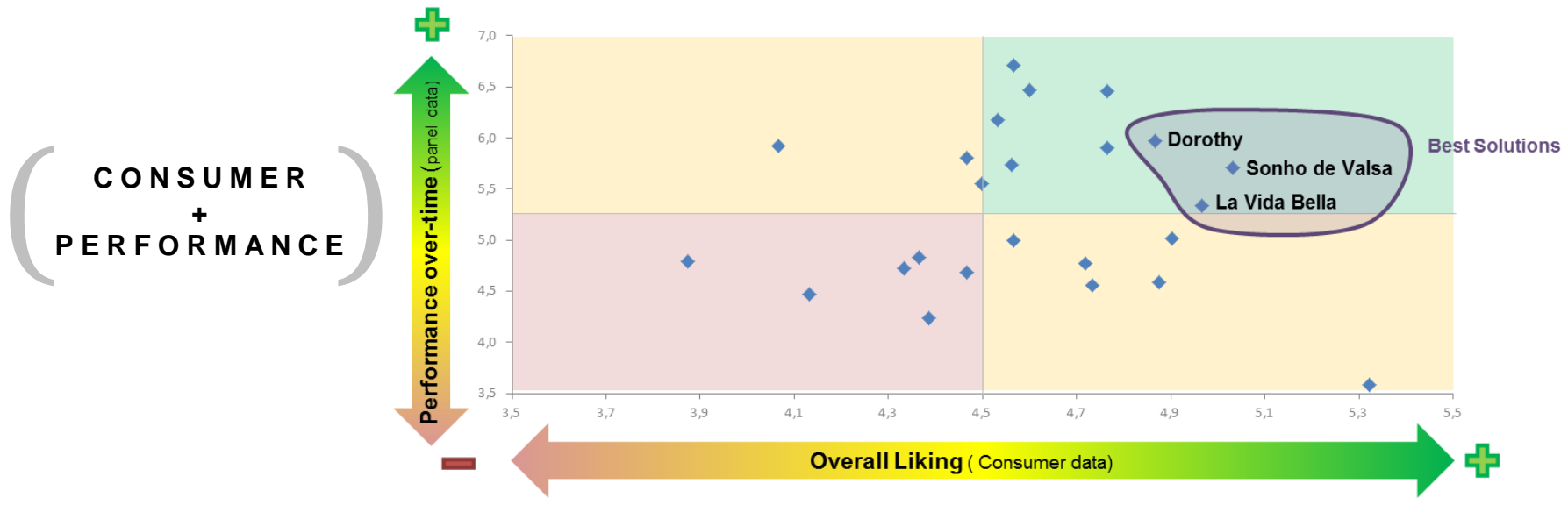
HOW TO DEVELOP A FRESH FRAGRANCE WITH 8 HOURS LASTING AND GIFTABLE CONCEPT

- ✓ *Substantivity- performance on skin: Fragrance Intensity over time measured in LMS scale.*



- ✓ *Difusion- Sillage (Intimate and Public)*

Proprietary Sensory Methods *Connecting Hedonics with Sensory Data*





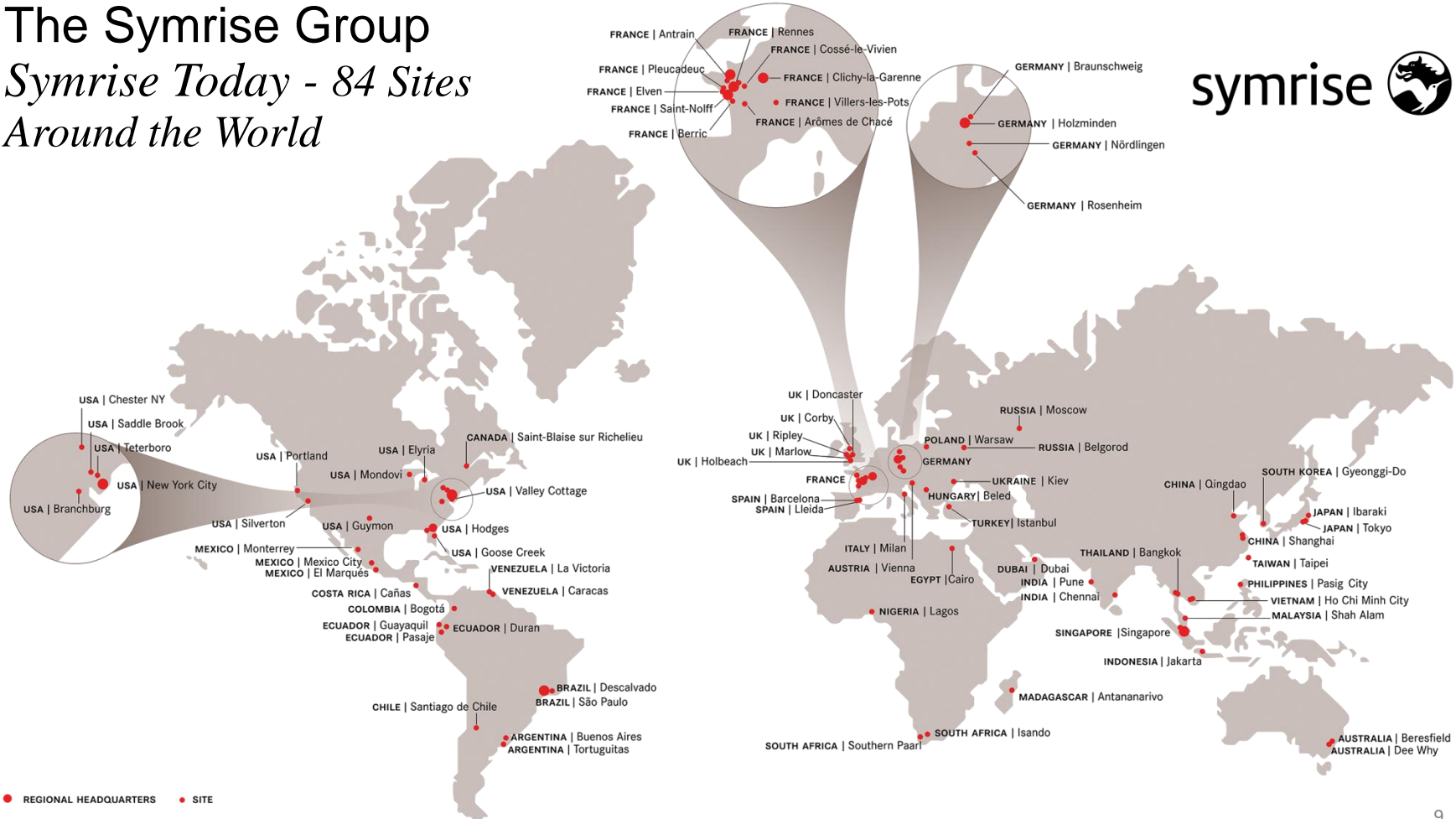
symrise 

FLAVOR & NUTRITION -
10 YEARS (SCI Manager
LATAM)

SCENT & CARE- 3 YEARS
(CMI Director LATAM and
EAME)

The Symrise Group

Symrise Today - 84 Sites Around the World



● REGIONAL HEADQUARTERS ● SITE

THANK YOU !

