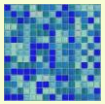
FOOD MARKETING®
SUPPORT SERVICES, INC.
708-386-7809
902 S. Oak Park Avenue | Oak Park, IL 60304 | www.fmssinc.com
Pam Reardon, VP Marketing & Business Development
Sheri Forzley, Sr. Director Consumer & Sensory Insights

Using Sensory Stimuli to Develop Strategic Innovation Platforms

Project Objective: To generate new strategic platforms for a high-end product to deliver "Extraordinary Adult Refreshment". This technique orchestrated the bridging of Marketing and R&D teams through an ideation session centered on sensory stimuli which resulted in compelling and innovative strategic platforms for product development.

Sensory Stimuli Examples

Appearance



Flavor






Tactile/Texture






Aroma






Multi-modal







Capturing the Experiences

1. **Functional Contexts**: What? … Where? … When?
2. **Rational Contexts:** Why? …. How? …. Who?
3. **Emotional Contexts:** How it makes me feel? How do I want to feel? How do I want others to feel or think about me?
4. **Compensations**: If only I had _____? This can take the place of _____.

Product → Package → Personal

Confirms what I knew

Adds to what I knew

Surprising or weird

Platforms Developed

- ***Pros & Cons***
- ***No time like the present***
- ***Let's go travelling***
- ***Delivering a sensory "WOW"***
- ***Must be the season***

Steps

1. Carefully constructed sensory array of 8-10 highly differentiated stimuli across multiple categories, from familiar to unfamiliar were selected.
2. Each modality had a representative sensory array presented on individual tables with instructions for sampling.
3. Participants recorded all reactions, observations, experiences, and emotional impacts of each stimuli. Participants were encouraged to pair attributes not typically associated with each other (e.g., tart and smooth, hot and cold, etc.).
4. Teams of 4-5 collected key experiences via comparing and contrasting all input.
5. Through a moderated ideation session, core platforms were achieved.