



# **Sensory from the Ground Up an Industry Perspective**

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**November 2008**

**MARS** |

**“The Sensory Evaluation Group is one of the most important functions in any Consumer Packaged Goods Company”**

**Bob Baron**



- **I am fortunate to work within a company where the Sensory Group is well respected and heavily utilized**
  - Involved through the entire product life cycle
    - Our capabilities include
      - Qualitative and Quantitative Consumer Research
      - Descriptive Analysis
      - Difference Testing
      - Conformance Testing (Degree of Difference)
      - Statistical Analyses
      - Ideation and Brainstorming
- **There are several ways to measure how integrated your group is in the overall organization**



# The Oh Shucks Factor



- **How and When does your organization say “Oh Shucks Call Sensory?”**
  - If this happens early in the project, then your group is seen as a partner in the process
  - If it happens often through the project, then your group is adding value, solving problems, and creating solutions
  - If this happens project after project, then your group is highly valued in the organization
  - If it happens with many partners, then your group is essential
  - If it never happens, great opportunities are being overlooked by the organization



- **How you react to Oh Shucks is also very important**
  - It should be seen as an opportunity to show how valuable your group is to the company
  - It may be a way to evaluate new methodologies
  - It's a development opportunity for your associates
  - It might even be fun
- If it's seen as an annoyance, a bother, not worth your time... Before long the company won't be saying "Oh Shucks call Sensory" anymore

- **The Dove® Chocolate Brand wanted to reinvigorate the Premium 100 gram Chocolate Bar Market and introduce a new line of bars**
  - They wanted
    - New Packaging
    - New Graphics
    - Different Bar Design
    - New Flavors
  - Which lead to
    - New Raw Material & New Processes
  - By the way, this had to be done fast, with limited testing, and a high level of risk taking



- **How do we know...**

- people will like the new bar design?
- if people will like 3 individually wrapped bars?
- which flavors to use?
- the amount of inclusions to add?
- the best thickness of the bars?
- if our new raw materials are robust and stable?
- the shelf life?
- If we can insure consistent quality?



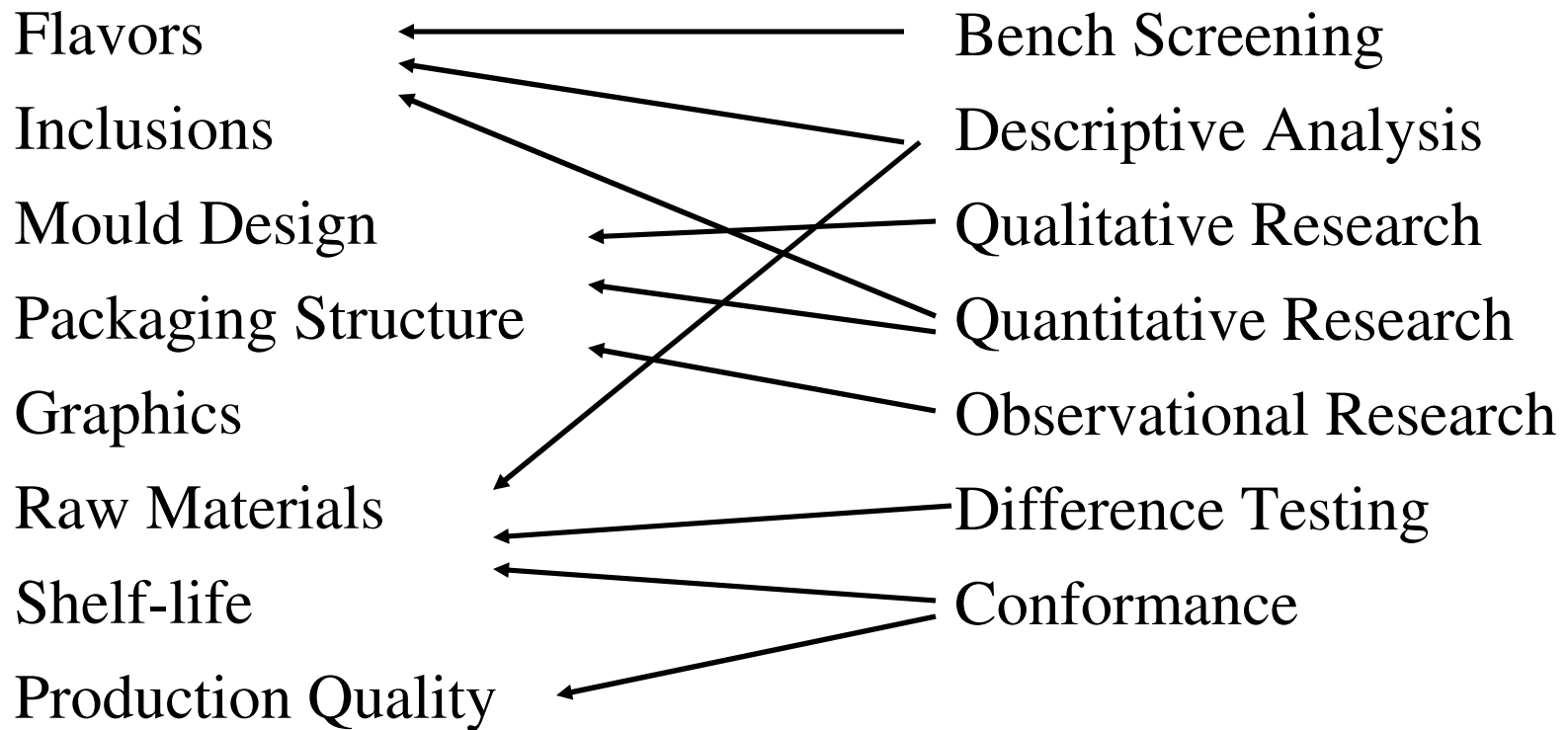


- **We were able to address all of the questions through a variety of techniques**
  - Worked closely with a cross functional team to understand project needs, timing and deliverables
  - Used Descriptive Analysis and Quantitative Consumer Testing to refine the flavor and inclusion variants
  - Interviewed and observed consumer as they interacted with packages
  - Compared a variety of bar thicknesses to define the appropriate bar design
  - Used Difference testing to define shelf-life and qualify new raw materials



### Questions

### Tool Box



# MARS

## Discover a Large Bar Experience Like No Other

The #1 Brand in Premium Chocolate is Redefining the Category!



New  
FLAVORS

### Allow us to introduce you to...

- 6 New Captivating Flavors of DOVE<sup>®</sup> brand Silky, Smooth Chocolate
  - Milk Chocolate Blueberry Almond
  - Dark Chocolate Cranberry Almond
  - Milk Chocolate Extra Creamy
  - Milk Chocolate Peanut Toffee Crunch
  - Dark Chocolate Roasted Almond
  - Milk Chocolate Roasted Hazelnut
- BEST IN CLASS Packaging Innovation
  - Groundbreaking New 3-Piece Large Bar Format



New, elegant,

premium packaging.



- In the early stages it is often related to urgency
- As you react positively and effectively, attitudes begin to change
- One or two groups start to recognize the value of Sensory and they start to rely on you more and more
- You start to be a partner early in the process and the urgent projects lessen
- The good news starts to spread



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**Before you know it...**

**The Sensory Group is truly one of the most  
valuable groups in the organization.**





**Thank You**