

Society of Sensory Professionals

Inaugural SSP Conference:
“Creating the Future”

Sensory: The Secret Weapon

**Nancy Eicher
President, Food Perspectives**



Food Perspectives Inc.

Today's Thesis



The world of consumer goods has undergone a titanic shift in how the end user relates to the brand and product...

and we have an opportunity to be the agents of change.

“In the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment. I have called this principle “Natural Selection.”

--Charles Darwin

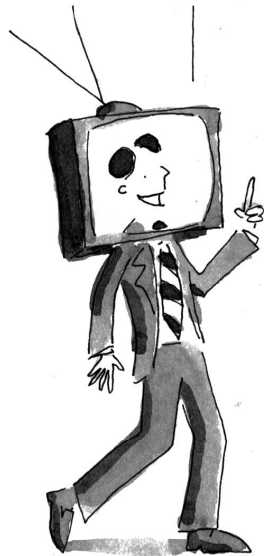
EVOLUTION OF MARKETING

STEP RIGHT
UP, FOLKS,
IT CURES ALL
AILMENTS...



SNAKEOIL
SALESMEN

IT SLICES,
IT DICES,
BUT WAIT,
THERE'S MORE



TV
ADMEN

I'M GONZO
FOR GONZO
POPS



EQUITY
CHARACTERS

THESE TARO
CHIPS ARE
BAKED BY
SHERPAS



AUTHENTICITY
HAWKERS

I JUST
FOUND THE
COOLEST
BRAND



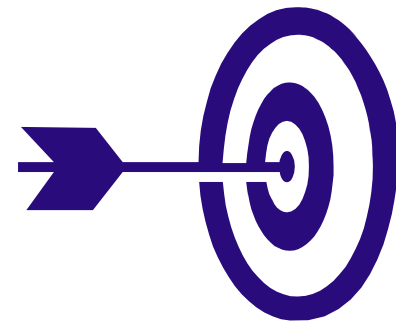
CONSUMER
ADVOCATES

Sensory amidst change

This is about us – the Sensory community

We're perfectly situated at the center of the bull's-eye
- between the brand, the product and the consumer

And, we're ideal advocates for change to make
products succeed in this new consumer-driven world



Traditional Advertising

Consumer packaged goods have a long history of trading on the strength of their brands – including the celebrity pitchmen, emotion or inherent brand strength.

The following is an example of the power of a celebrity pitchman to endorse a product

I'M SENDING CHESTERFIELDS to all my friends.
That's the merriest Christmas any smoker can have —
Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

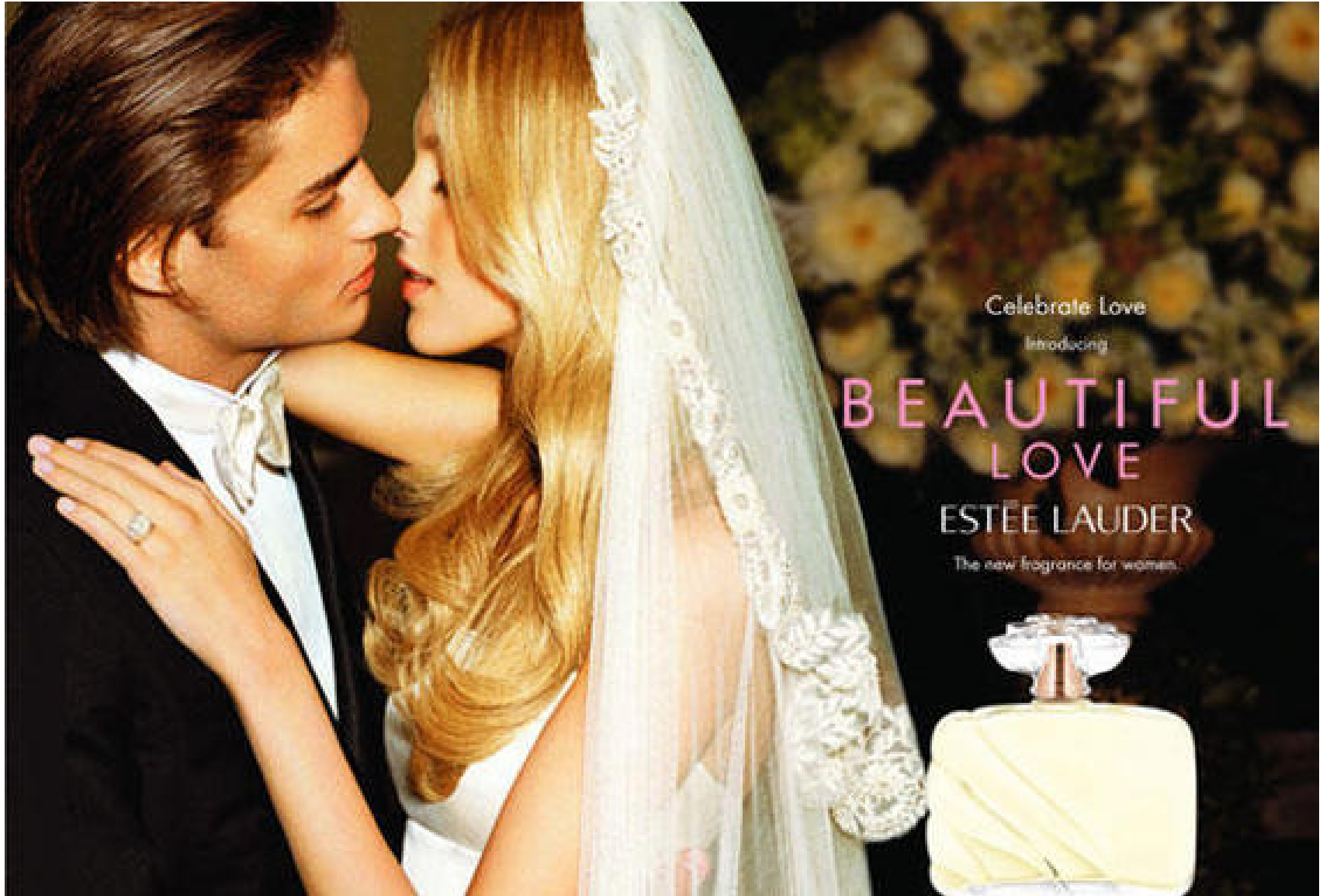
see RONALD REAGAN
starring in "HONG KONG" a Pine-
Thomas Paramount Production
Color by Technicolor



CHESTERFIELD *Buy the beautiful
"Christmas-card" carton*

Traditional Advertising

Another popular advertising tactic was to capitalize on the power of emotion to motivate awareness, and purchase.



Celebrate Love

Introducing

BEAUTIFUL LOVE

ESTÉE LAUDER

The new fragrance for women.



Traditional Advertising



While some categories of products tend toward emotional advertising more frequently, there have been some great examples in the food industry as well.

archived for editorial use via AD-RAG.com and ADTOTHERONE.com

Traditional Advertising



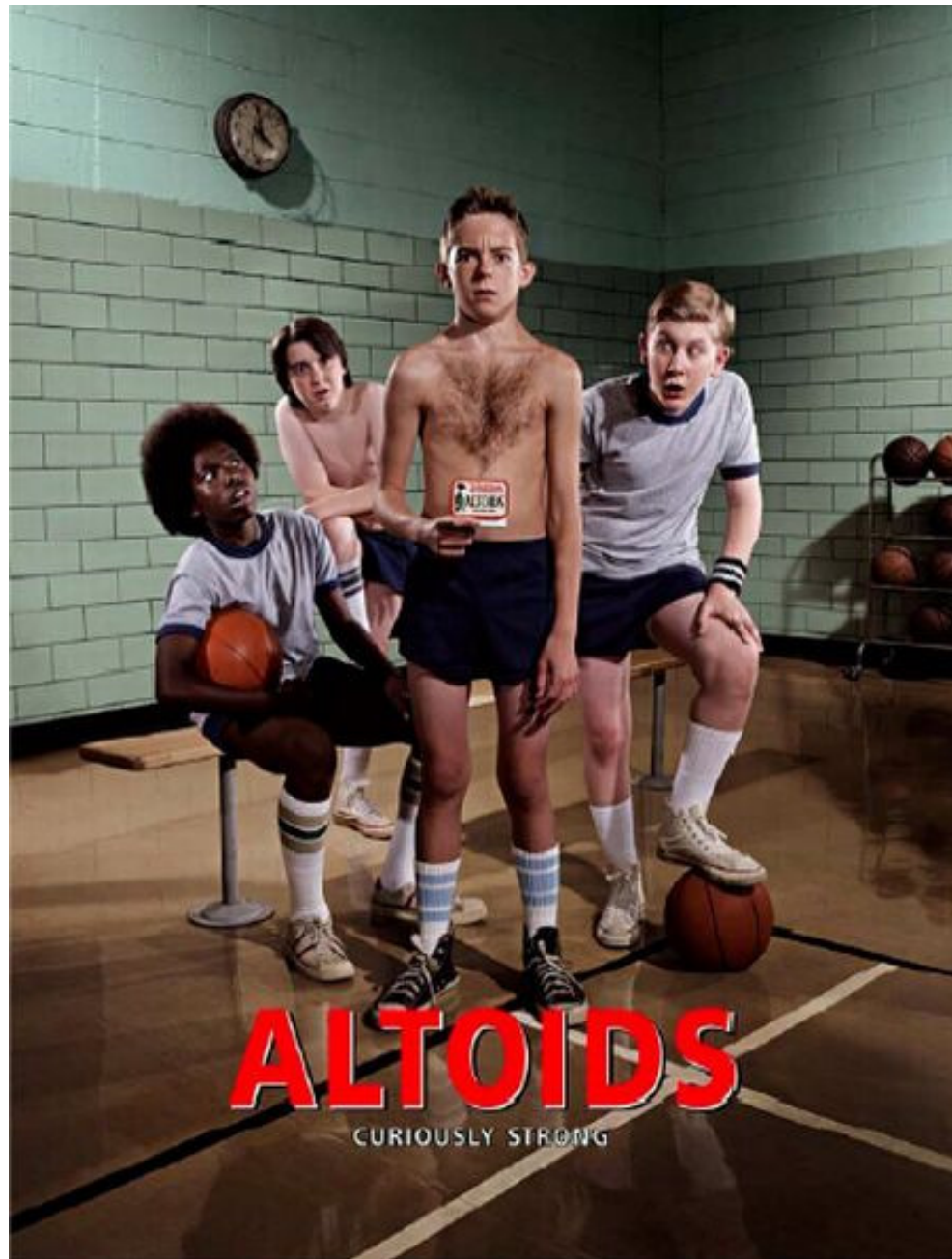
The brand or the symbols of the brand can also have great power in creating a positive images. Here are two instantly recognizable corporate symbols.



Traditional Advertising



Here is another brand play, with little more than a playful image and a brand name.



ALTOIDS
CURIOSLY STRONG





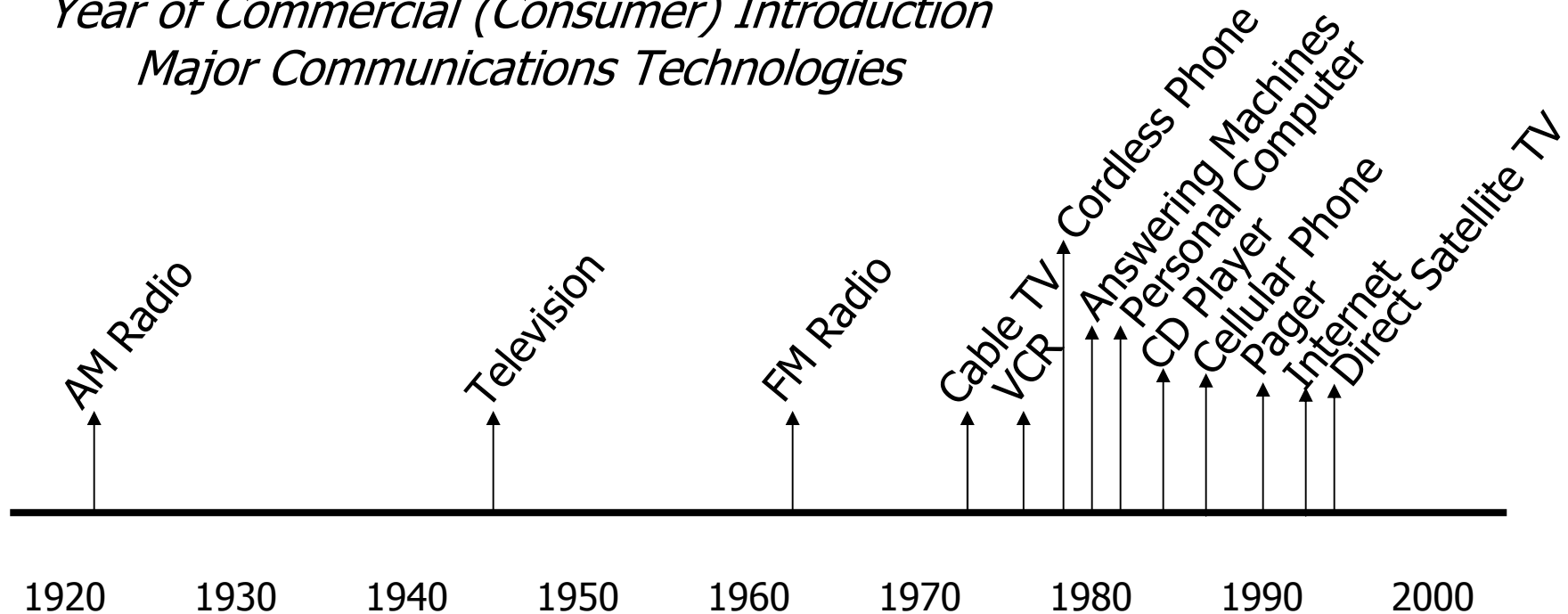
But...the world is changing. The message today – an important shift is taking place, an evolution in consumer communication.

Why this shift, why now?



The 1980's-90's started an explosion of consumer communication technologies

*Year of Commercial (Consumer) Introduction
Major Communications Technologies*



Source: Wall Street Journal

And the pace is accelerating...

The result? The balance is shifting.



The consumer packaged goods industry is changing as consumers have more access to information and act as reviewers for each other.

- The traditional power of brand promise is being challenged by the power of consumer advocacy
- Consumers are connecting directly without the intervention of advertising or the company message
- Messaging about products is increasingly about the stuff itself



Search for (e.g. taco, salon, Max's)

Near (Address, City, State or Zip)

minneapolis, mn

Search

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events Member Search Account Log In

112 Eatery

★★★★★ based on 37 reviews Rating Details >

Category: American (New) [Edit]

112 N 3rd St
Minneapolis, MN 55401
(612) 343-7696
www.112eatery.com



Add Photos

Hours:
Mon-Thu 5:00 p.m.-1:00 a.m.
Fri-Sat 5:00 p.m.-1:00 a.m.
Sun 5:00 p.m.-10:00 p.m.

Take-out: Yes
Outdoor Seating: No

Price Range: \$\$\$
Parking: Street
Good for Groups: Yes
Takes Reservations: Yes
Waiter Service: Yes
Good for: Dinner

Accepts Credit Cards: Yes
Attire: Casual
Good for Kids: No
Delivers: No
Wheelchair Accessible: Yes
Alcohol: Full Bar

Edit Business Info Is this your business?

First to Review Gail B.

Send to Friend Bookmark Send to Phone Write a Review Print version

Delivery in Minneapolis
Quiznos now has delivery, and we'll give you \$2 off with coupon.
DeliveryByQuiznos.com

Skyscape Condos Now Open
Higher Standards in Urban Living 2 Bedroom Condos Start at \$249k
www.skyscapecondos.com

Ads by Google



Browse Nearby:
Restaurants | Nightlife | Shopping | Coffee | All

People Who Viewed This Also Viewed...

- Vincent A Restaurant
★★★★★ 12 reviews
Minneapolis, MN
Category: French
- Cafe Twenty-Eight
★★★★ 5 reviews
Minneapolis, MN
Category: American (New)
- Al's Breakfast
★★★★ 26 reviews
Minneapolis, MN
Category: American (Traditional)
- Palomino
★★★★ 19 reviews
Minneapolis, MN
Category: American (New)
- Saffron
★★★★ 6 reviews

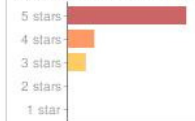
37 Reviews for 112 Eatery

Search Reviews

Review Snapshot What's this?

- "tres leches cake - 3 cheers for this decadence." (in 6 reviews)
- "THEN comes the tagliatelle with foie gras meatballs." (in 4 reviews)
- "...gougere & mortadella sandwich, cauliflower fritters, 112 cheeseburger (to...)" (in 5 reviews)

Rating Distribution | Trend



Sort by: Recent + Votes | Date | Rating | Elites'

Selected Review

Selected Review

 **2**
 J.S.
 Saint Paul, MN

★★★★★ 10/19/2008

My husband and I went here on our 3rd anniversary. The restaurant was very small, very intimate, and very good! Everything was excellent, but the one standout of the evening was the butterscotch budino. My husband and I ask each other about every couple of weeks if one of us wants to make the trek and go get the budino to go. The combination of the salt on top of the butterscotch was a knockout. I've searched the Internet high and low to find a good recipe to try and attempt it myself, but so far have not fared well.

People thought this was: Useful (1) Cool (1)

Bookmark Send to a Friend Link to This Review

 **1**
 Gretchen J.
 Seattle, WA

★★★★★ 10/21/2008

We visited the 112 Eatery on a local vacation to Minneapolis (my former hometown). We arrived at the restaurant and were told we had to go down the hall outside the restaurant and take the elevator upstairs for upstairs seating. We were a little worried as the hall was not in the restaurant and not decorated and then you ride in an awful little elevator to the second floor of the restaurant that looks very much like the main floor. Very strange. We then ordered drinks and waited for our party. The wine list was the disappointment of the evening. I think we sampled or had glasses of all the red wines by the glass and none of them were very good. So they need lots of work on that front. But the food! The food was extraordinary! We started with a handful of appetizers, the fries, which were perfect, the scallops with the mushrooms, my favorite dish and perfectly done and the shrimp, which were fried and seemed a little greasy. I then had the radicchio duck salad, which was delicious perfectly bitter with generous pieces of duck, then ordered the pasta dish and was served the wrong pasta, which I realized upon tasting but it was so good, I kept it anyway. The homemade pasta with chicken foie gras meatballs. The pasta was thin and delicate and the very light sauce was perfect for the rich tasty meatballs. I was so full at this point and I saw the Butterscotch Budino on the dessert menu. Butterscotch is my favorite and upon my first bite I was in heaven. It was sweet from the butterscotch and caramel on top and then had the bite of salt on top. Perfection. I loved this restaurant. Living in Seattle, I only wish we had one here! I can't wait to go back!

People thought this was: Useful (1) Cool (1)

Bookmark Send to a Friend Link to This Review

 **Elite '08**
 338
 245
 sarah p.
 Minneapolis, MN


★★★★★ Updated - 10/28/2008

Why have I amended my 5 star, can't get enough of this place, review with a 4? I don't really know. I'm just in a picky mood I guess, or maybe it's because I ave high standards when it comes to this fine institution, and any little thing that's off sticks in my mind.

The food was good, as usual, but there were a couple things I wasn't as happy with as I had been in the past.





The table enjoyed:

Califlower Fritters

 **6 reviews**
 Minneapolis, MN
 Category: Middle Eastern

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-  Salty Tart **3 reviews** Minneapolis, MN
-  Porter and Frye **4 reviews** Minneapolis, MN

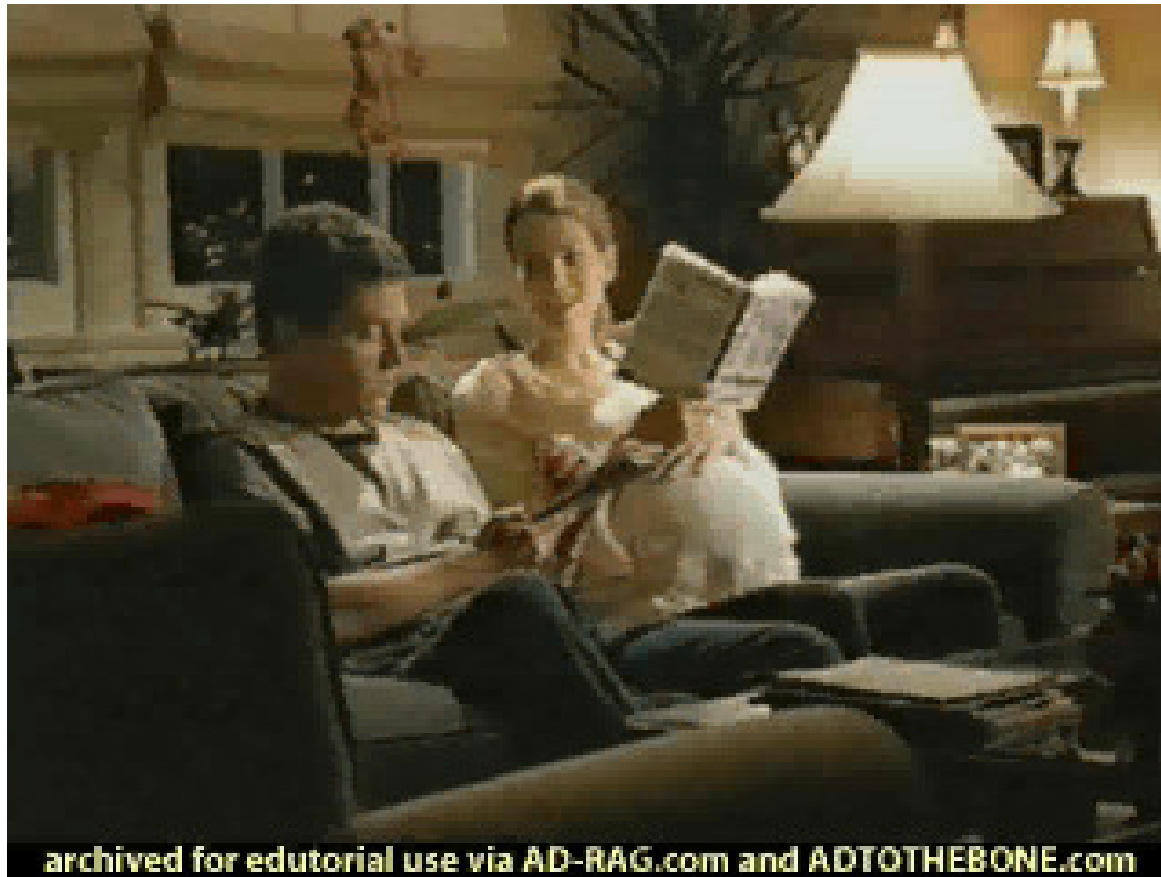


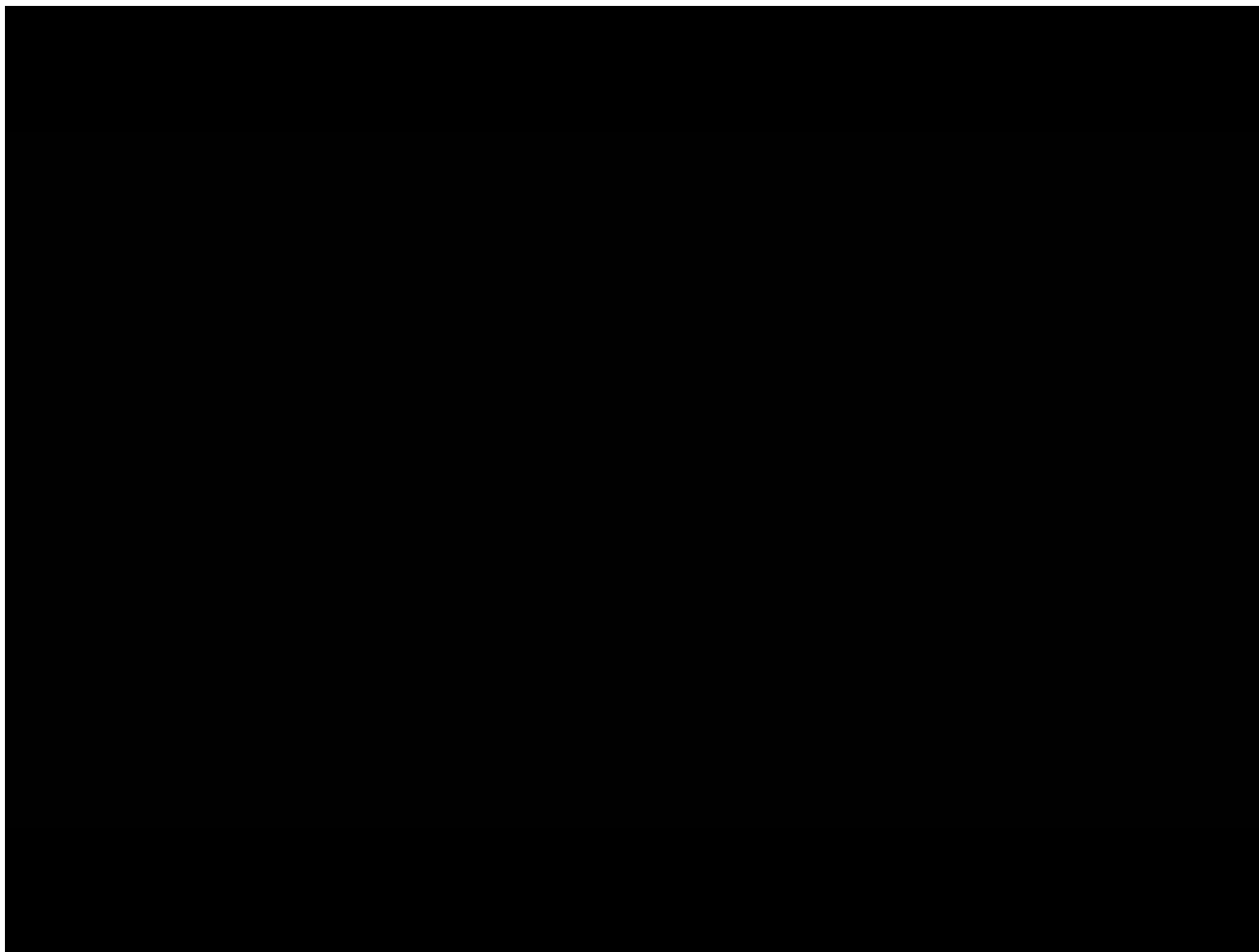


The evidence that communication technology is having a profound impact on our consumers can already be seen.

The next two advertisements show how well manufacturers have identified what is important to their customers, and how to communicate those product benefits clearly.

The impact is already evident





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FTC Moves to Unmask Word-of-Mouth Marketing

Endorser Must Disclose Link to Seller

By [Annys Shin](#)

Washington Post Staff Writer

Tuesday, December 12, 2006; Page D01

The [Federal Trade Commission](#) yesterday said that companies engaging in word-of-mouth marketing, in which people are compensated to promote products to their peers, must disclose those relationships.

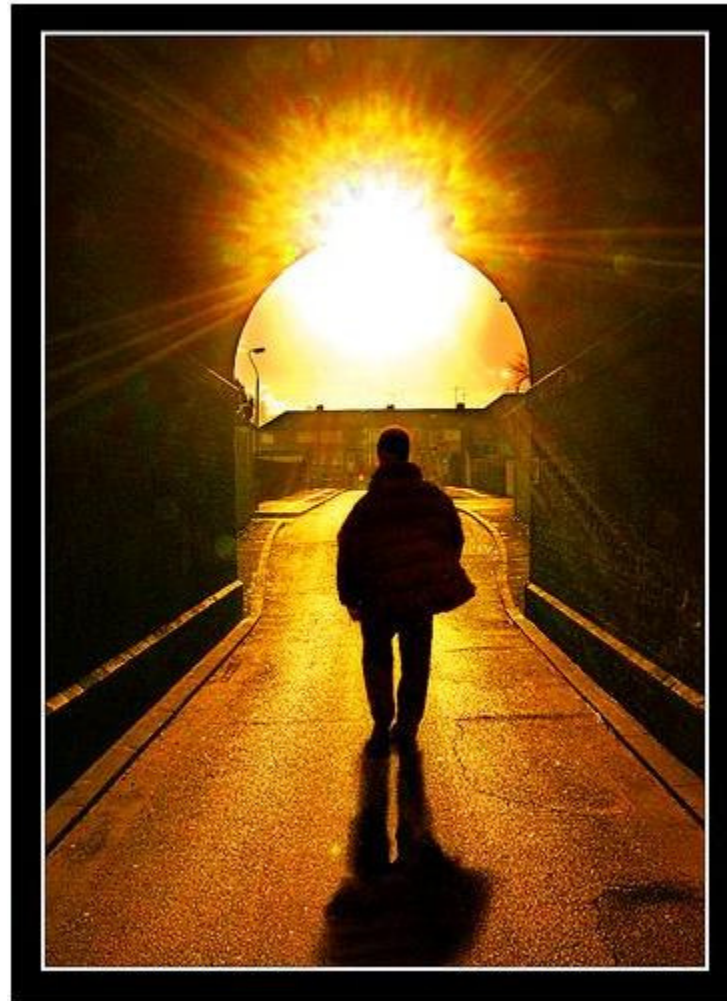
In a staff opinion issued yesterday, the consumer protection agency weighed in for the first time on the practice. Though no accurate figures exist on how much money advertisers spend on such marketing, it is quickly becoming a preferred method for reaching consumers who are skeptical of other forms of advertising. Word-of-mouth marketing can take any form of peer-to-peer communication, such as a post on a Web blog, a MySpace.com page for a movie character, or the comments of a stranger on a bus.

What happens next?

While the impact of consumer advocacy has clearly shaped marketing communication – it also has the power to change how we develop products and understand our consumers' wants and needs.

- The value system for products must be understood and leveraged throughout the development process
- The delivery of the promise is as, or more, important than the promise itself
- Alignment of the product, its features and benefits, to the brand or positioning is critical to success.

It's becoming a Sensory world!



Thanks!



Food Perspectives Inc.