Sensory: The Secret Weapon

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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
BRAND CAMP

EVOLUTION OF MARKETING

STEP RIGHT UP, FOLKS, IT CURES ALLailments...

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

I'M GONZO FOR GONZO POPS

THESE TARO CHIPS ARE BAKED BY SHERPAS

I JUST FOUND THE COOLEST BRAND

SNAKEOIL SALESMEN

TV AD MEN

EQUITY CHARACTERS

AUTHENTICITY HAWKERS

CONSUMER ADVOCATES

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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 Pidar-Thomm: Paramount Production Color by Technicolor

CHESTERFIELD

Buy the beautiful Christmas-card carton
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.
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.
Here is another brand play, with little more than a playful image and a brand name.
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


AM Radio  Television  FM Radio  Cable TV  VCR
Cordless Phone  Answering Machines  Personal Computer  CD Player  Cellular Phone
Pager  Internet  Direct Satellite TV

Source: Wall Street Journal

And the pace is accelerating...
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
My husband and I went here on our 1st 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 meal, if we would go back, and this one was a resounding yes. The combination of apples on top of the butterscotch was a knockout. I've searched the internet high and low to find a good recipe to make this myself, but so far have not found one.

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

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We visited the 112 Eatery on a local vacation to Minneapolis (my former hometown). I arrived at the restaurant and was taken to go down the hall outside the restaurant and take the elevator upstairs for upstairs dining. We were a little worried that the hall was not in the restaurant and not decorated and then you ride in an 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 table. 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. We then ordered Frico on that list.

The food was extraordinary. We started with a handful of appetizers, the, which were perfect, the escargot, the mushrooms, the flour tortillas, and perfectly done and the shrimp, which were hard to make the glasses. Then had the radicchio duck salad, which was delicious. The escargot is done with garlic, pepper, and parsley. Then ordered the pasta dish and was served the wrong plate and different sauce. I pressed the manager to fix the problem. The pasta was thin and delicious. The sauce was perfect. We ordered the butterscotch budino on the dessert list, butterscotch is my favorite and upon the budino was in heaven. It was sweet and not too bitter with generous pieces of budino. Then had the trio of pastries. Perfect. I loved the restaurant. Eating in Seattle, I know the budino. I want to go back.

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

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Why have I amended my 5 star, can't get enough of this place, with a 4? I don't really know. I'm just a picky eater I guess, or maybe it's because I eat high standards when it comes to this type of 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.

Cashew nut fritters
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
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.