What We Need to Grow?

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Who are “We”?

- Sensory and Consumer Scientists
- Society of Sensory Professionals
- Individual practitioners

Learn to relate all ways
The Society of Sensory Professionals

Mission: ...to advance the field of sensory evaluation, including consumer research, and the role/work of sensory professionals...

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Mission...to advance the science and...for the purpose of sharing knowledge, exchanging ideas, mentoring and educating its members.
Sensory Professionals

- Members of SSP
- Colleagues – local and global
- Students
- New hires
What do we own?

- Perceptive
- Knowledge
- Experience
- Understanding
What do we own?

- Perspective
  - Research and development
  - Marketing/MRD
  - Finance
  - Consumer
  - Product
What do we own?

- Knowledge
  - Methods
  - Processes
  - Tools and Techniques
  - Sensory properties
  - Data
What do we own?

- Experience
  - Business
  - Science
  - Government
  - Legal
  - Life
What do we own?

☐ Understanding
  ■ Strategy
  ■ Product Insights
  ■ Consumer Insights
And the results/outcome?

- Position
- Recognition
- Respect
- Request
- Need
- Success
- Satisfaction - personal and team
Grow – what and whom?

☐ Sensory and consumer scientists
☐ Society of Sensory Professionals
☐ Individuals
Grow: Profession

- Education, training, mentoring and networking
- Trickle down expertise in universities, companies and governments
- Influence industries: food, beverage, personal care, home care, pet care, etc.
- Develop the tools and processes – remain fluid – not static
Grow: SSP

- Workshops and Conferences
- Wiki
- Global Consortium
- Website
- Networking
- Virtual Options

Communication Learning
Grow: Individuals

- Core skills +:
  - Strategy
  - Product understanding
  - Consumer understanding
  - Innovation and insights
  - Ability to influence
  - Business sense
  - Teamwork
How to Measure Success?

- Satisfaction
- Growth
- Recognition
- $$$
- Success for:
  - products
  - companies
  - brands
Miles to go --

- Why are purchasing agents *still* unable to evaluate products and data to determine the best products?
Miles to go --

Where are the next sources for new approaches? [anthropology and ethnography are here]
New Ideas in Sensory

- Cohort groups
- Community narrative combos
- Merging methods
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New Ideas in Sensory

☐ Cohort groups
  ■ Greenheads
  ■ Teens in product development
New Ideas in Sensory

☐ Community narrative combos
  - Story telling
  - Creative consumers – exploration and commission
  - Consumer labs
New Ideas in Sensory

- Merging methods
  - *Snapshot*: descriptive + creative consumer groups
  - *Opportunity maps*: descriptive and IDI
  - *Quality scoring*: large scale
New Ideas in Sensory

- Positive spin
- Positive spin
  - Cost reduction =
    - Competitive advantage
    - Continuous improvement
Where do we all go from here?

- Sensory Consortium – Go Global
  - Extension of the scope of Sensory

- Lift all the boats
  - Reach out beyond the field
Thanks! and Go Team

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Extra Photos
Extra Pictures (part 2)