

# Innovative consumer research method to provide early and holistic product formulation guidance

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market is about more  
than having a product  
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market is about more  
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It comes through a  
**coherent** product,  
brand, pack strategy  
that targets genuine  
emotional and/or  
functional needs



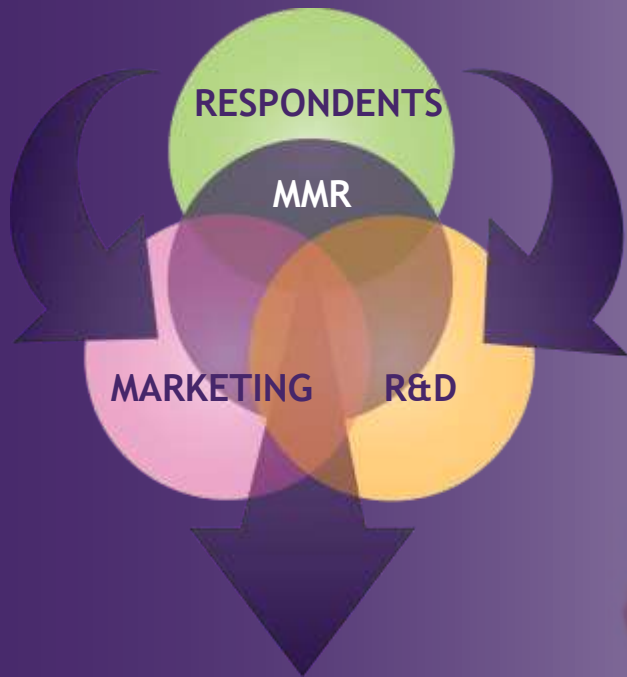


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How do we find out  
which sensory  
characteristics cue the  
targeted equities and  
determine the ideal  
sensory profile?



# Case study on facial moisturizers



# Key research steps:

**1. Immersion**

**2. Consumer screening and selection**

**3. Workshop**



# Key research steps:

## 1. Immersion

- All stakeholders
- Concept refined
- Product parameters selection

**7 test products** from a matrix of key formulation parameters: appearance, fragrance, on and off skin aesthetics

# Key research steps:

## 1. Immersion

## 2. Consumer screening and selection

Screening on sensory acuity, articulacy and brand engagement:

- Homework
- Identification and ranking exercises
- Discrimination tasks
- Articulation check

70 target users screened  
20 consumers selected to  
attend the workshops

# Key research steps:

## 1. Immersion

## 2. Consumer screening and selection

## 3. Workshop

Understand how consumers experience products and link back sensory properties of products to the expectations generated by the concept

- Marketing & R&D interact with consumers
- Expert qualitative AND sensory moderators



# Workshop:

Understanding what the concept meant to consumers (detailed) and what product attributes cue this (top line level)



The concept is not...



Concept communicates clearly - maintaining core values whilst enhancing target areas like treat, enlivening and youthful

'Youthful' means different things



1. Looks and smells youthful in itself
2. Key to maintaining a youthful skin
3. Suggesting a mood of happiness

Key Parts of Concept

"Smell good and happy"  
"Look youthful" "Feel young"

Product Characteristics

Lightening face cream  
Light feeling eye cream  
Skin perfume / body lotion

Avoid being too childish



Youthfulness can be cued by fragrance etc., but women can be put off by anything suggesting childish lack of taste

Key Parts of Concept

"Smell, treat"

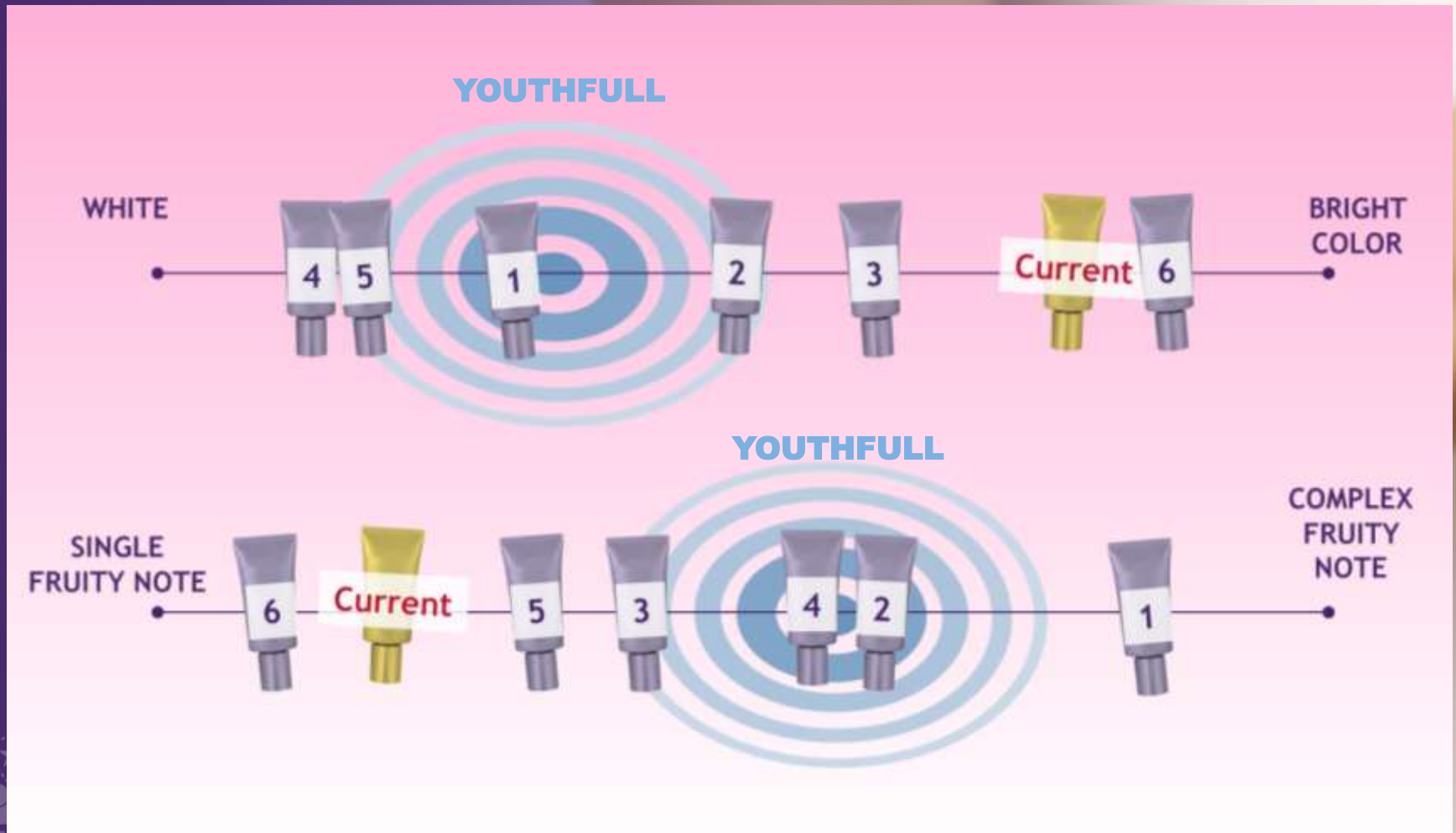
Product Characteristics

Excessively sweet or food related aroma  
Too bright color



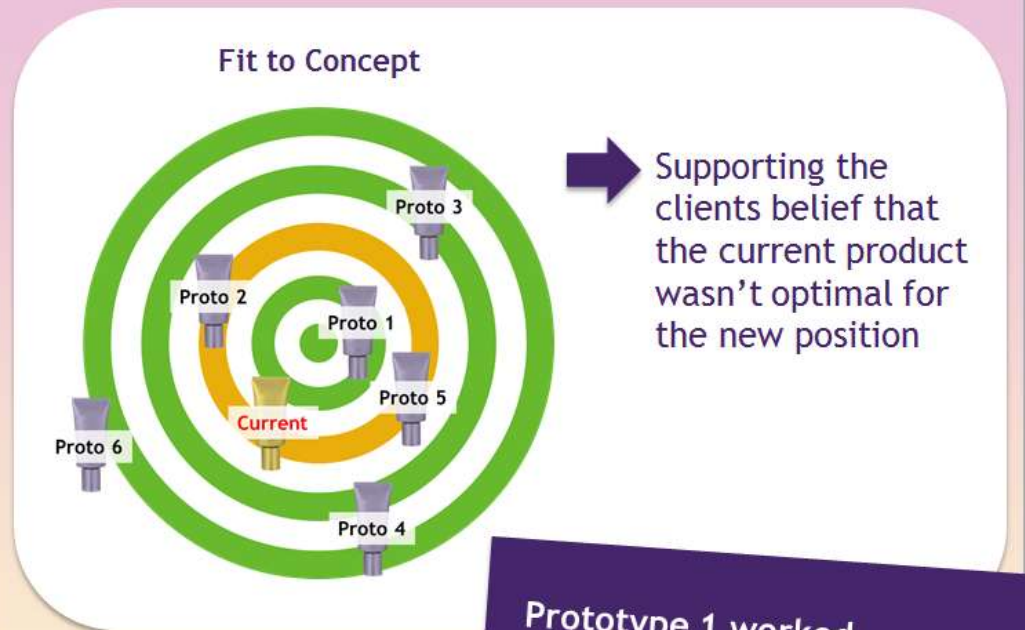
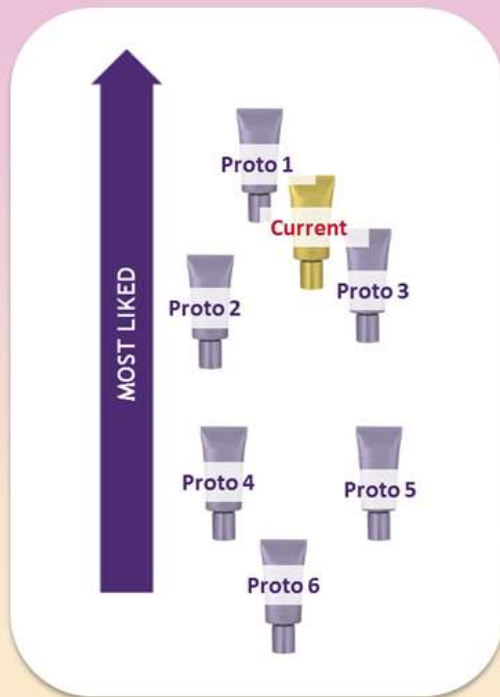
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Inappropriate color and fragrance took the product from youthful to childish



# Workshop

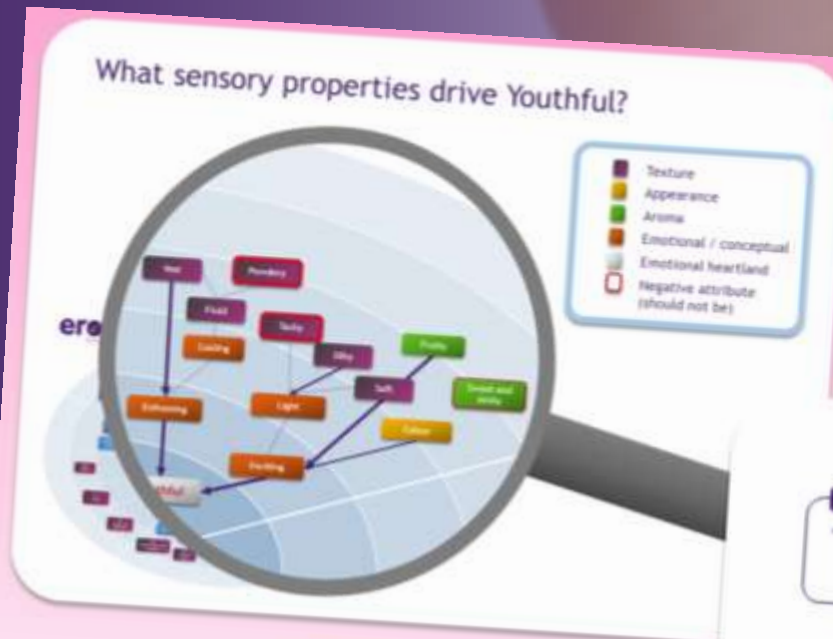
Getting a clear read on liking (important not to trade this off too much) and fit to concept



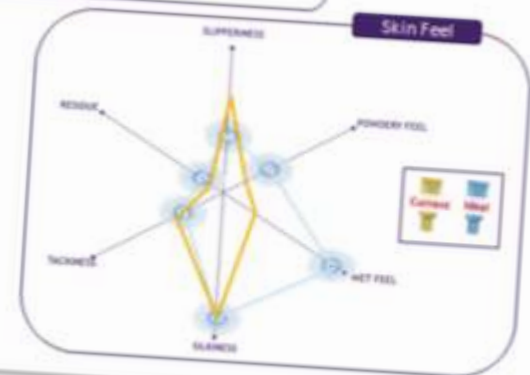
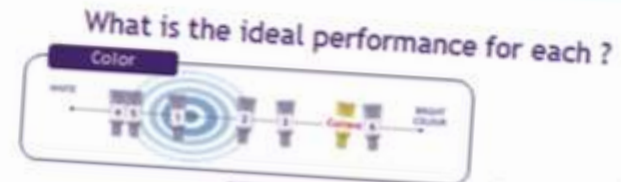
Prototype 1 worked brilliantly - offering a small improvement in both liking and fit to concept

## Establishing how to achieve high product-concept consonance

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While Prototype 1 was an excellent start point, by linking conceptualizations with sensory properties it was possible to identify some areas for improvement



# Workshop

A product brief, that ensures success is built in from the start of the development process

Start with Prototype 1 and make some tweaks

Significantly increase the wet skin feel - help cue enlivening and youthful

*No perfect reference*

Proto 1

Increase the fragrance complexity (esp. initial on skin)

*Aim for Proto 2 or 4*

Slightly reduce the brightness of color - ensuing youthful but not childish

*Aim for Proto 1 levels*

Concept guidance was also provided to enhance positives and help shape comms and pack design briefs



# 'ENTRY POINT MOISTURIZER' RULES



Attribute	Should be	Like...	Conceptualization	Should not be	Like...
Appearance	Pale coloured	Proto 1	Efficacious	Brightly coloured	Proto 6
Aroma	Complex fruity (modern)	Proto 4	Has a job to do / modern technology	To floral or sweet (old fashioned)	Current Proto 6
Skinfeel during application	Light, cooling	Current	Deep moisturizing for young skin	Thin	Proto 3
	Wet	Proto 4		Dry	Proto 5
Absorption	Absorbs well	Current	Efficacious	Completely absorbed	Proto 5
Skinfeel after application	Little residue	Current	Complements young skin type	Oily / greasy residue	Proto 2



# Building success from the start

Involving switched on consumers interactively with Marketing and R&D specialist a co-moderated product development session:



Concept feedback to understand emotional and functional benefits product needs to deliver

Consumer focused product feedback beyond hedonic

Clear understanding of which sensory properties cue which emotional and functional conceptualizations

Detailed rulebook of success: considering both liking and consonance