



SPARK THE SENSES

to deliver benefits beyond hedonics



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The #1 Challenge



Translating concepts into products and/or technology platforms into products with benefits that consumers care about.



**Source: June 2012 Survey of Innovation Professionals, InsightsNow, Inc.*



MOMENT



NEED



MOMENT

Benefit



Product

NEED



MOMENT

Benefit



Fun
Authentic
Healthy
Comforting
Good.Taste



Product

Instructions
Flavor
Color
Shape
Brand
Ingredients

NEED



MOMENT

CUES

Benefit



Product



usually implicit



a **CUE** is a product feature that signals a benefit

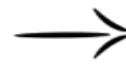
a **CUE** gains meaning given the context of a moment

NEED

Getting at Cues that Matter



STEP #1: Moment Immersion



STEP #2: Metaphor Exercises *(Spark the Senses)*



STEP #3: Cue Profiling *(Free-Association)*



STEP #1: Moment Immersion



- Ground people in the moment
- Focus people on the benefit
- Prime the mind with the appropriate context

STEP #2: Metaphor Exercises (Spark the Senses)



- Create divergent thinking
- Uncover implicit cues of the benefit
- Personalize cues



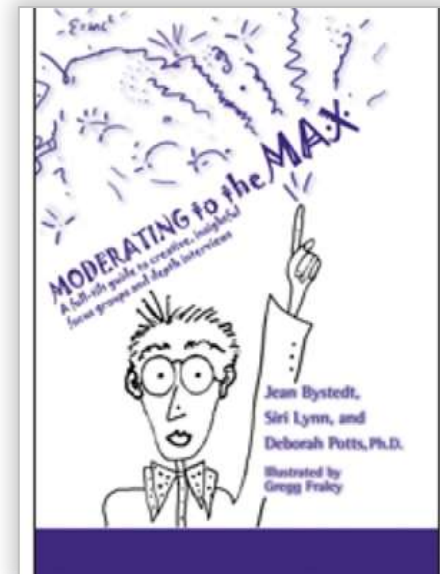
1998

Through the Senses Workshop

by Jean Bystedt & Diane Fraley

Moderating to the MAX

by Jean Bystedt,
Siri Lynn,
Deborah Potts, Ph.D.



Sight



Smell



Touch



Hearing



A French Galleasse, Rachel's



Fascinatin' Rhythm, Stephane Grappelli



Haydn Trumpet Concerto, Wynton Marsalis



Acid Queen, Ike and Tina Turner



Taste



STEP #3: Cue Profiling (Free Association)



- Personal cues become the questionnaire
- Align cues to benefit
- Identify cues that impact perception for use in optimization

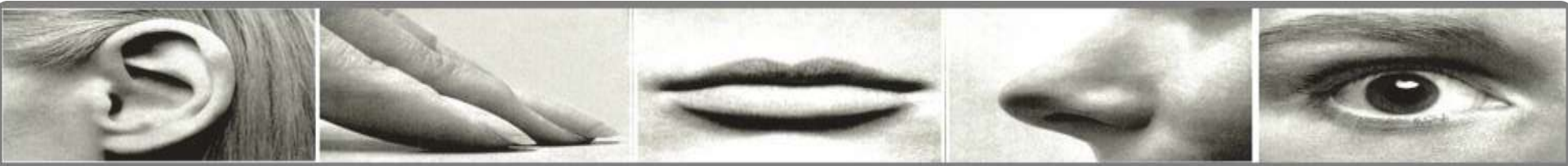
Personalized Free-Association Questionnaire



	Not at all 1	2	3	4	5	6	7	8	9	Extremely well 10	Does not apply
Rich (<i>Aromas</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth (<i>Aromas</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft (<i>Textures</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth (<i>Textures</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent (<i>Textures</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweet (<i>Tastes</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Light (<i>Tastes</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White (<i>Images</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thick (<i>Images</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxing (<i>Sounds</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth (<i>Sounds</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra word 1 <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra word 2 <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra word 3 <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



ENERGIZING



Snap

Heavy

Protein

Natural

Plain to Complex

Crunch

Rough

Grain

Fruity

Dull to Shiny

Crinkle

Chewy

Fresh

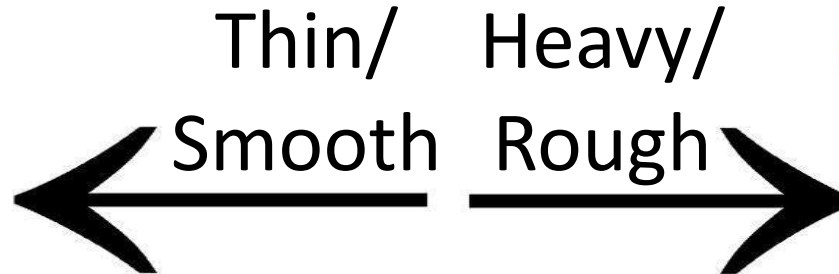
Nutty

Tan to Brown

Tingly

Natural

Identify Cues with the Greatest Impact





TRANSLATE MORE EFFECTIVELY...

*Build Products to Cue the Benefits
Consumers Seek*

END RESULT...

*Go Beyond Hedonics to Build More
Successful Products*

