

Sensory Marketing: Innovating & Communicating in 5 Dimensions

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Using a combination of methods, we are able to examine and study how the consumer is perceiving, evaluating and responding to stimuli.



Applied Consumer Neuroscience



Brand Assessment



✓ Implicit Testing



✓ MaxDiff

Packaging Assessment



✓ Eye Tracking



✓ NeuroMeasures

Sensory Cohesion



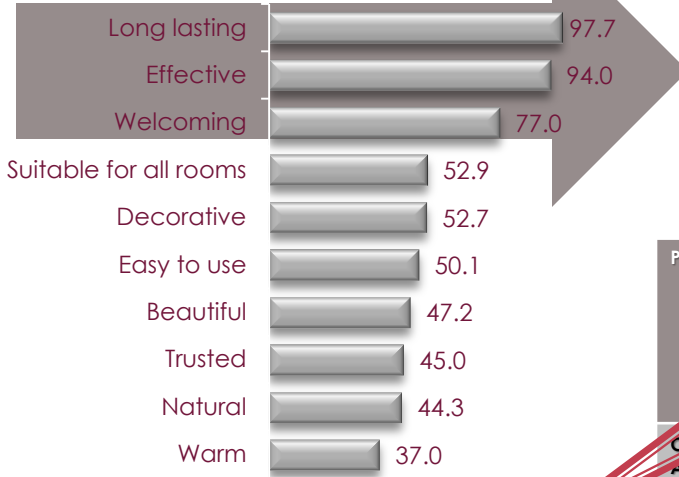
✓ Psych Priming



✓ Mood Mapping

Brand & Packaging Assessment (HCD MaxImplicit™)

Attribute Ranking



MaxDiff

Tells us the most important attributes for the product category.

Implicit Score

Product	High	Medium	Low
	Beautiful Creative Welcoming Natural Long Lasting Discrete Decorative Modern	Beautiful Creative Welcoming Natural Long Lasting Discrete Decorative Modern	Emotional Effective Clear Expensive
Competitor A	Clear	Welcoming Artificial* Effective Long Lasting Discrete Decorative	Beautiful Creative Emotional Modern
Competitor B	Emotional* Effective	Beautiful Creative Natural Clear Discrete* Decorative* Expensive	Welcoming Long Lasting Modern

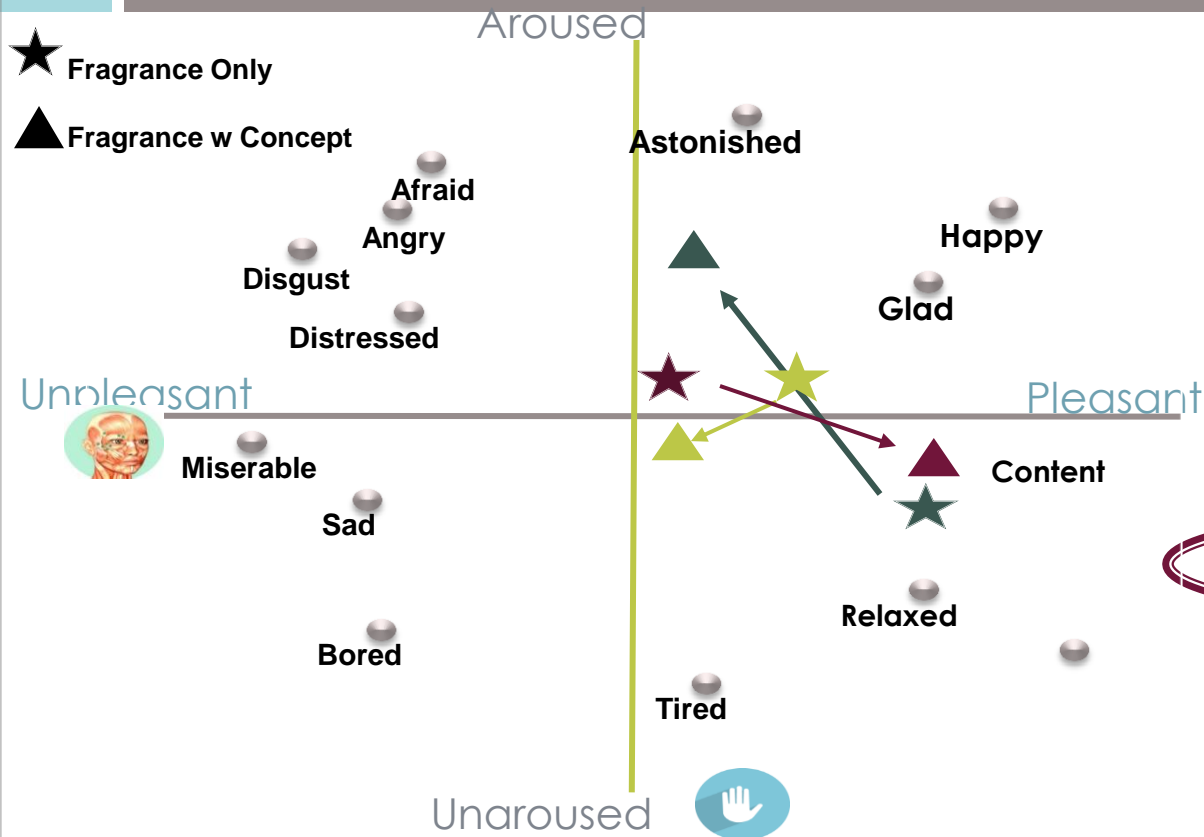
Association Testing

Tells us which attributes consumers associated/perceived with the brand (through packaging or fragrances).



HCD HedonicsPlus™

Fit to Concept – Mood Mapping



Fragrance Testing:

Hedonics testing showed all fragrances as equally liked while neuro testing revealed that **Fragrance 1** induced happiness and **Fragrance 2** was most exciting, **Fragrance 3** however was neutral.

Fit to Concept:

Fragrance 1: happy -> boring

Fragrance 2: relaxing -> exciting/novel

Fragrance 3: neutral -> comforting/appropriate

We recommended to move forward with **Fragrance 3**, in order to not alienate the consumer base while still introducing a new appropriate fragrance.

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Come see our posters
(#13 & #74)
and booth
for more information!

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