

# Maximizing Candle Fragrance Evaluation

## Background and Objectives

### Background

Historically candle fragrance testing, for a core assortment of fragrances, involved testing multiple fragrances in **cold mode**, replicating an initial “at shelf” buying experience

### Objective

The objectives of this research were...

- to understand how sensory differences between a diffused candle fragrance in **burn mode** vs. cold mode may impact consumer appeal and purchase decisions
- validate that multiple candles can be tested in burn mode in **one room without cross-contamination**



## Research Methodology



### Sample Description:

- 100% Females
- Ages: 21-55

### Survey Instrument:

- Overall Liking (9 Point)
- Purchase Interest (5 Point)
- Fragrance Strength (7 Point)
- Word Descriptors to uncover fragrance profile

### Protocol:

- Consumers could sniff each fragrance for as long as they needed to form an opinion
- They were allowed to sniff again as needed to complete the survey
- Samples were randomized within cell to address position bias

### Cold Mode Methodology:

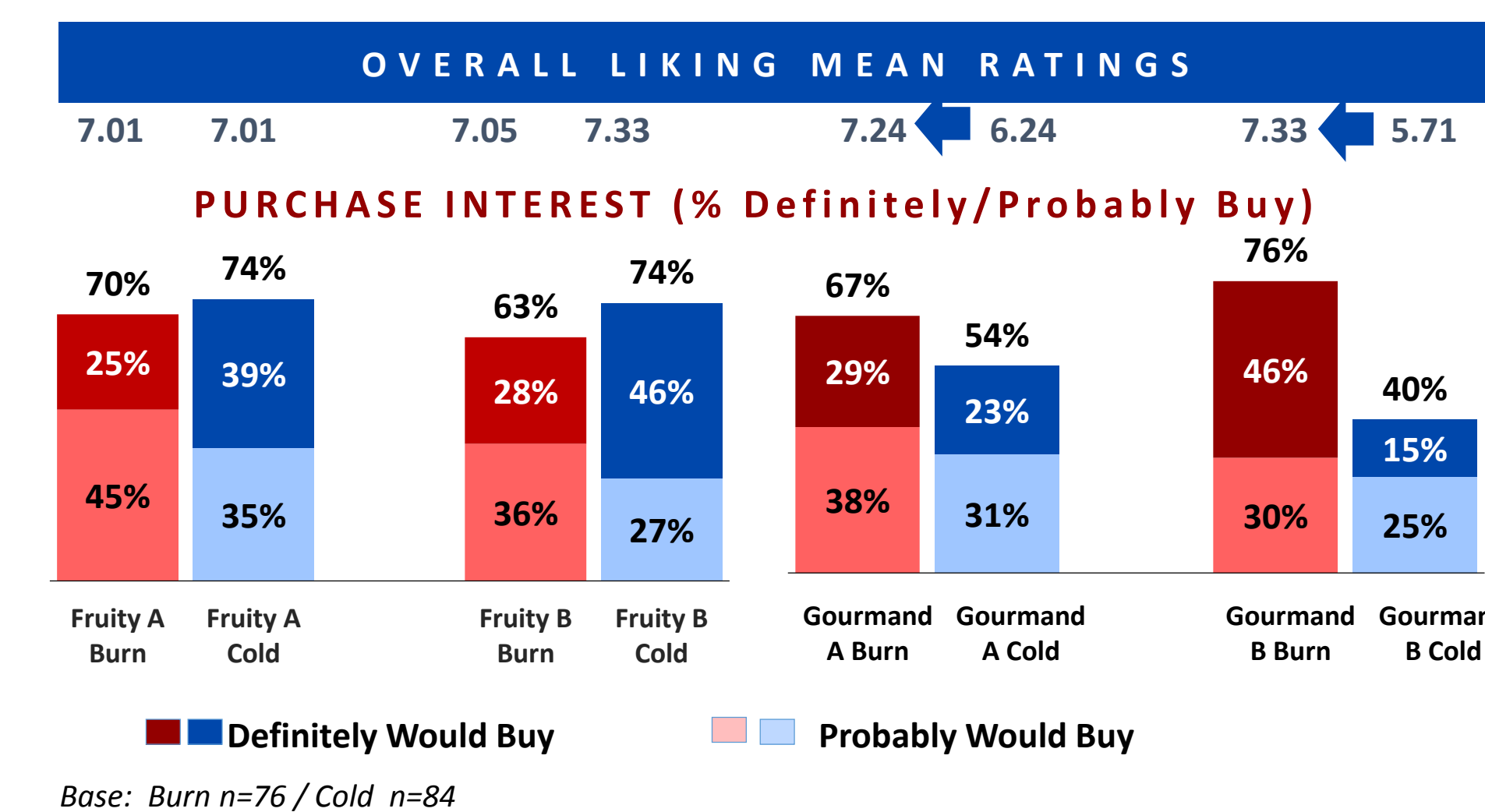
Branded, Incomplete Block Design of 12 fruit/food candle fragrances, each respondent evaluated 4 fragrances

### Burn Mode Methodology:

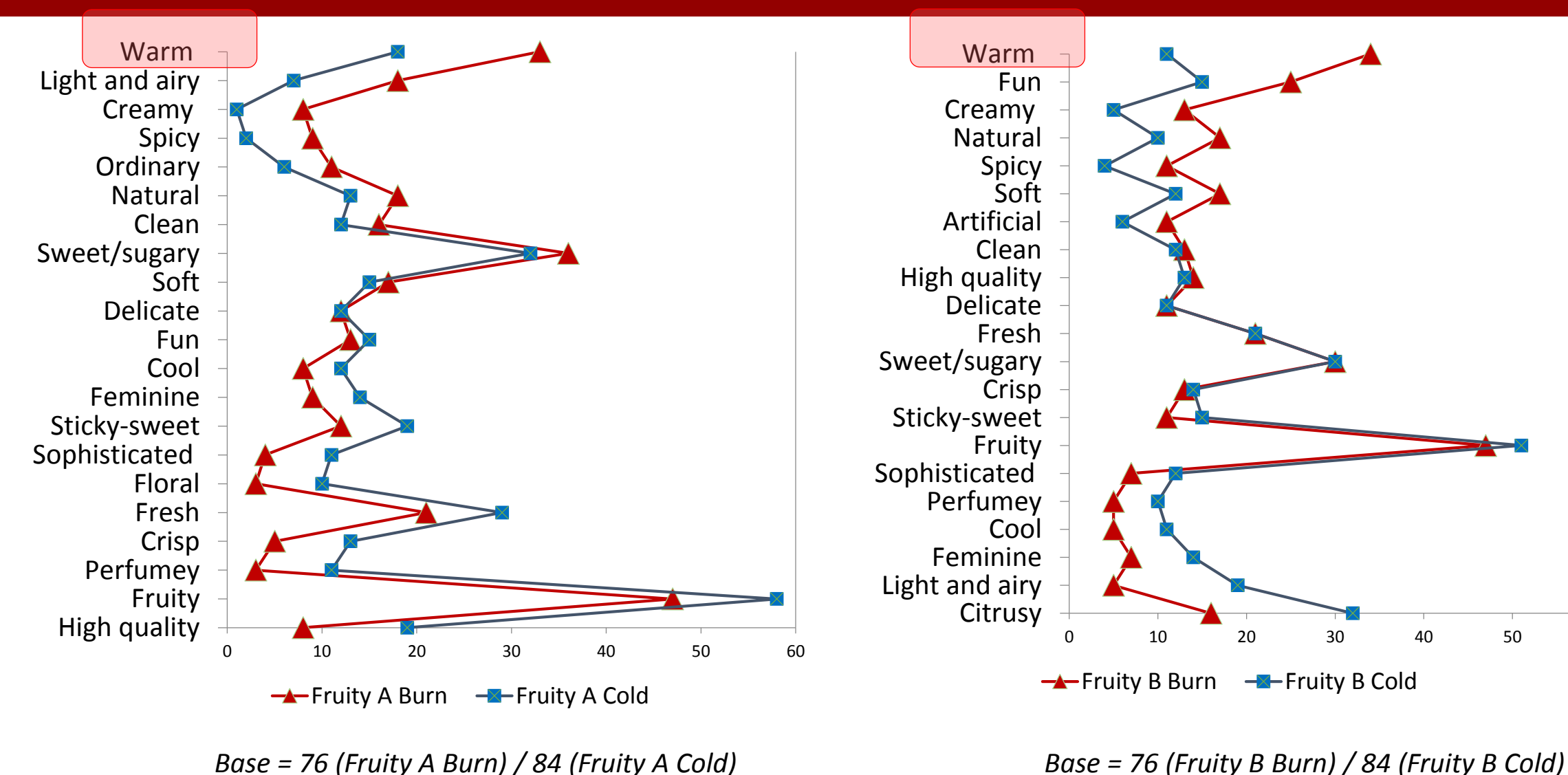
Blinded, Complete Block, Sequential Monadic evaluation of 4 fruit/food candle fragrances

## Key Research Findings / Conclusions

- Triers like the more complex, full-bodied Gourmand fragrances dramatically more in burn mode – particularly Gourmand B
- In burn mode, Gourmand scents receive more key “definite” intent to buy

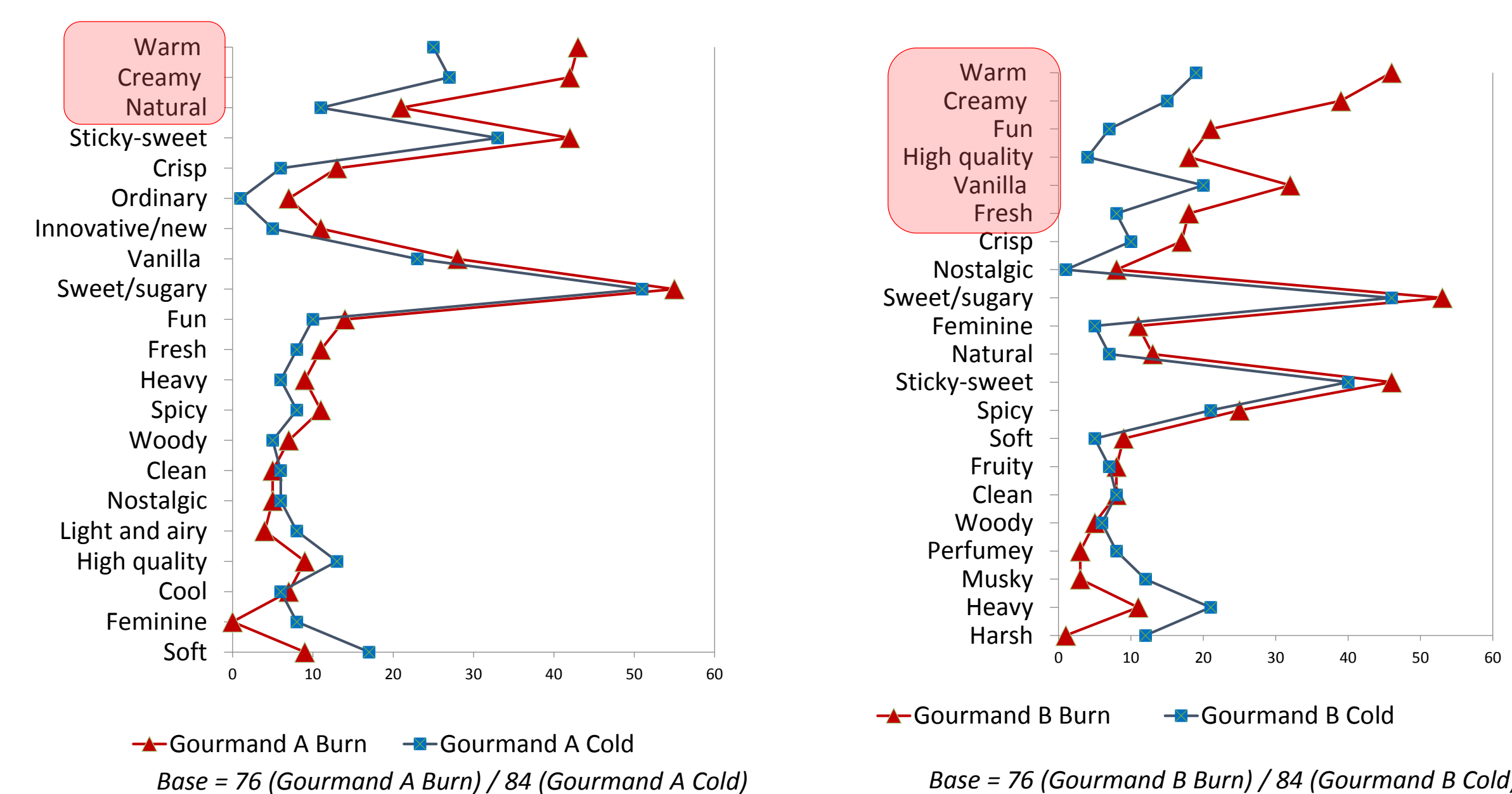


### Fruity Line Chart



### Gourmand Line Chart

The two gourmand fragrances also trend similarly, however, they both demonstrate a much more complex and intense profile in burn mode



## Implications



**Goal 1:** Understand sensory differences between burn and cold candle fragrances to determine how this may impact consumer acceptance of the fragrance.

**Implications:** While the fragrance descriptors that characterized each fragrance in the usual cold mode testing environment did not change in burn mode, the burn mode displayed a more complex and pronounced aroma.

This greater diffusivity of the Gourmand fragrances may account for the marked increase in definite intent to buy and more appealing aroma.

**Goal 2:** Obtain Hedonic evaluation of 4 candles in burn mode without cross contamination using portable olfactive devices (PODs).

**Implications:** Four candles in burn mode were evaluated, each in a separate POD, **in the same room**, without any cross contamination.