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

**Neuro-scientific**
The use of modern brain science and neuro tools such as psychophysiological measures

**Traditional**
Using classical qualitative and quantitative methods of marketing research

**Psychological and Behavioral**
Using established and validated psychological and behavioral assessments

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**Brand Assessment**
- Implicit Testing
- MaxDiff

**Packaging Assessment**
- Eye Tracking
- NeuroMeasures

**Sensory Cohesion**
- Psych Priming
- Mood Mapping
Brand & Packaging Assessment (HCD MaxImplicit™)

**Attribute Ranking**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long lasting</td>
<td>97.7</td>
</tr>
<tr>
<td>Effective</td>
<td>94.0</td>
</tr>
<tr>
<td>Welcoming</td>
<td>77.0</td>
</tr>
<tr>
<td>Suitable for all rooms</td>
<td>52.9</td>
</tr>
<tr>
<td>Decorative</td>
<td>52.7</td>
</tr>
<tr>
<td>Easy to use</td>
<td>50.1</td>
</tr>
<tr>
<td>Beautiful</td>
<td>47.2</td>
</tr>
<tr>
<td>Trusted</td>
<td>45.0</td>
</tr>
<tr>
<td>Natural</td>
<td>44.3</td>
</tr>
<tr>
<td>Warm</td>
<td>37.0</td>
</tr>
</tbody>
</table>

**MaxDiff**

Tells us the most important attributes for the product category.

**Implicit Score**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautiful</td>
<td>Emotional</td>
<td>Creative</td>
<td>Clear</td>
</tr>
<tr>
<td>Creative</td>
<td>Welcoming</td>
<td>Natural</td>
<td>Expensive</td>
</tr>
<tr>
<td>Natural</td>
<td>Long Lasting</td>
<td>Discrete</td>
<td>Discrete</td>
</tr>
<tr>
<td>Discrete</td>
<td>Decorative</td>
<td>Expensive</td>
<td>Expensive</td>
</tr>
<tr>
<td>Decorative</td>
<td>Modern</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modern</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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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