Communicating with Impact

Amanda Grzedza

Amanda Grzedza is an employee of PepsiCo, Inc. The views expressed in this presentation are those of the author and do not necessarily reflect the position or policy of PepsiCo, Inc.
Understand
Agree
Endorse
Echo
How?

Establish Subject Matter Expertise

Simplify the Message

Enable Easy Echoing
Establish Subject Matter Expertise

- Build your Brand
- Provide Context
- Demystify Sensory Terminology
Establish Subject Matter Expertise

Build your Brand

Provide Context

Demystify Sensory Terminology

Questions? Amanda Grzeda x4841

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Doritos New Innovation Product Guidance Test
Katie Marston
May 2018
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Demystify Sensory Terminology
Establish Subject Matter Expertise

- Build your Brand
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- Demystify Sensory Terminology

- Implicit vs. Explicit
- Thurstonian
- Monadic
- Genotype
- Hedonics
- Modalities
- TDS
- Phenotype
- CATA
- System 1 vs. System 2
- Elicitation
- Oral Processing
- Lexicon
- Sequential Monadic
- Modality
- Genotype
- Phenotype
- Oral Processing
- Lexicon
- System 1 vs. System 2
Establish Subject Matter Expertise

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Statistics
Psychology
Sensory Science
Engineering
Science (Food, Material, etc.)
Simplify the Message

Consistency is Key

Simplify Complicated Analyses

Focus on What Matters
Simplify the Message

Consistency is Key

- Simplify Complicated Analyses
- Focus on What Matters

Background / Objectives
Methodology
Executive Summary
Key Measures
Diagnostics
Demographics

Consistent Report Flow!
Simplify the Message

Consistency is Key

Simplify Complicated Analyses

Focus on What Matters

7.7 7.5

Toyota Ford

Consistent throughout entire report!
Simplify the Message

Consistency is Key

Simplify Complicated Analyses

Focus on What Matters

If it takes more than one page to explain... try, try again!
Simplify the Message

Consistency is Key

Simplify Complicated Analyses

Focus on What Matters

Introductions
Concept Exploration
Product Reactions
Summary

Don’t be beholden to the discussion guide!
Simplify the Message

Consistency is Key

Simplify Complicated Analyses

Focus on What Matters

Qual

Descriptive

Quant

Don’t force fit to the order in which the research was conducted!
Simplify the Message

- Consistency is Key
- Simplify Complicated Analyses
- Focus on What Matters

Key Message
- Qual
- Quant
- DA
- Advanced Analyses
Simplify the Message

Consistency is Key

Simplify Complicated Analyses

Focus on What Matters

Key Message

Qual

Quant

DA

Advanced Analyses
Enable Easy Echoing

Know Your Audience

Consider Scorecards

Create “Shareable” Reports
Enable Easy Echoing

- Know Your Audience
- Consider Scorecards
- Create “Shareable” Reports

- Anticipate Questions
- Proactive Answers
Enable Easy Echoing

Know Your Audience

Consider Scorecards

Create “Shareable” Reports
Enable Easy Echoing

Know Your Audience

Consider Scorecards

Create “Shareable” Reports

R&D

R&D Leadership

Marketing

Cross-Functional Leadership
Enable Easy Echoing

Know Your Audience

Consider Scorecards

Create “Shareable” Reports

...is your friend!
Questions?