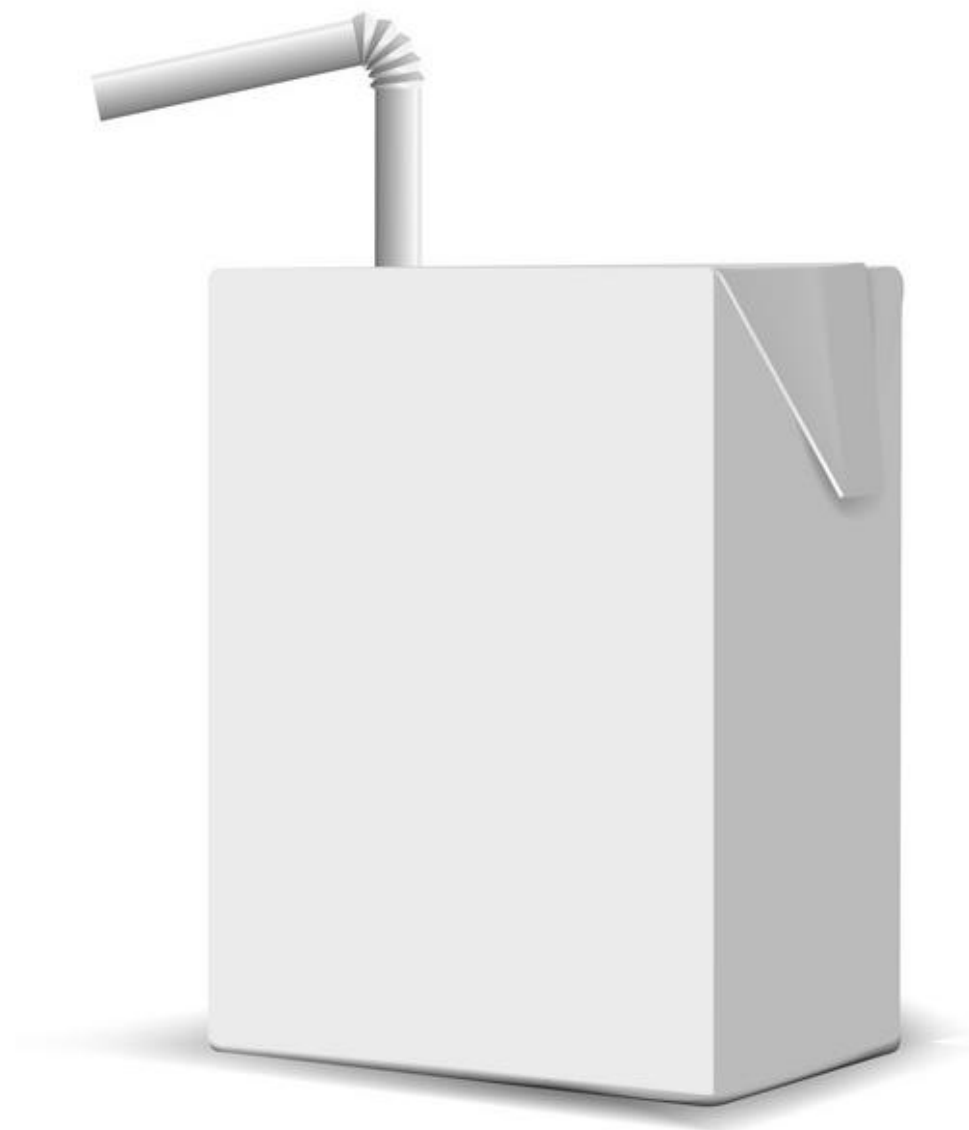




Using Sensory Cues to Enhance the Perceptions of Benefits

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all-natural





System 1

IMPLICIT



Spark the Senses to
Uncover Cues Implicitly
Connected to the Benefit

Sight



Smell





Touch

Taste (Flavor)



Hearing (Sound)



Category: Energy Bars





18 Target Consumers, Gender Balanced
Recruited to be motivated by “Energy” as
the primary benefit for the target
moment

1. Homework write Story about an Busy Energizing Moment
2. Moment Deep Dive
3. Cue Discovery through Metaphor Activities
4. Cue Mining with “in-market” Products

Cue discovery: Textural metaphors

“This piece of fabric is rough and bumpy. It’s earthy, kind of complicated. When I think of a food that is energizing, it’s not simple, it’s not refined, it’s rough and ... well definitely not white.”



Sensory Cues to Deliver More Energy



CUES TO LEVERAGE

Complex

Whole
Pieces

Dull /
Muted

Grain /
Nutty

Protein
Flavor /
Aroma

Crunch

Heavy/
Chewy

Rough

Tingly



CUES TO AVOID

Knife Cut
Edges

Few
Ingredients

Monotone

Berry

Soft

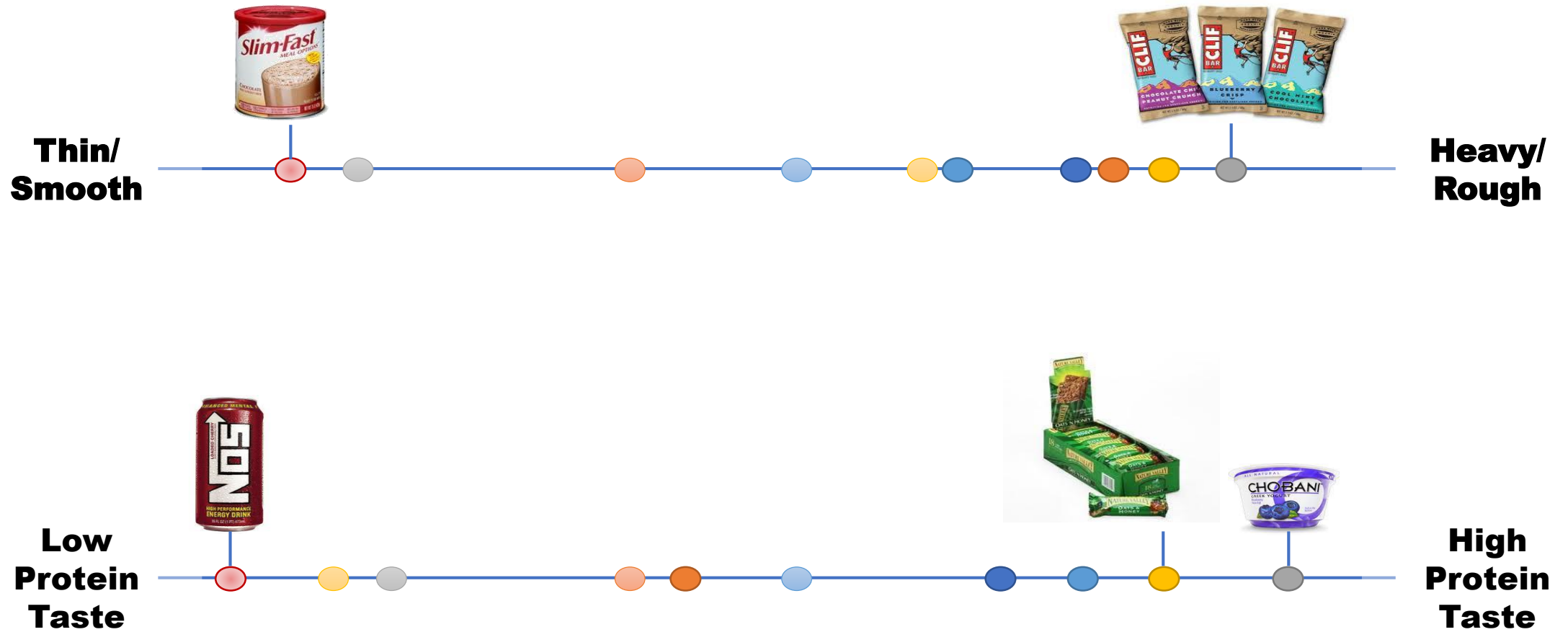
Oil /
Carboard

Smooth

Shiny

Monotone

Use Products as Examples of Cues to give them References





How this Helped the Development Chef

Without cues research

Survey what is on the market in the category and in adjacent categories; investigate all channels (e.g., food service, convenience, grocery, etc.)

Apply creativity to new flavor combinations and ideas

Make and taste – with lots of other folks

Identify your “gold standard” product model

With cues research

Do all of the above, but look for the gaps. **Where are competitors missing the cues?**

Figure out *why* cues are missing. Are there technical challenges? Will you have to be interpretive in **delivering against the cues?**

What cues will set your product apart from the rest of the market?

Apply your **creativity on how to incorporate those cues** into your product

System 3
PROSPECTIVE



Use LEGO® Bricks to put people in a system 3 mindset to identify hoped for sensory cues



Consumers and the researchers build metaphorical models for themselves and build on each others vision of the future





Thinking with your fingers
unlocks creative energies to
solve problems and better
express your hoped for future
experience



Understanding “True Value”

Beiersdorf	Worldwide leader in skin care, R&D expertise and strong brands (e.g., Nivea, Aquaphor & Eucerin)
Explored key trend impacting the US	How will True Value impact core targets hopes for products and experiences in the future?
PlayFULL <i>Insights</i>	A hands-on system 3 method



True
Value

The Directive: Build
a model that
represents how you
determine the value
of a product?



True Value



Process: Consumers used Memorial Prospective thinking and imagined themselves using products that offered them **true value**. They then told **stories** that brought their models to life.

True Value

Outcome: The client team listened and learned, using their own intellectual prospective thinking, and ultimately built models as well, allowing access to additional System 3 thoughts.

Consumers

Consumers were able to imagine their ideal future value offering.

They were able to provide examples of how a company could deliver upon their desires.

The conversation created a new insight into what True Value could mean.

Beiersdorf

Beiersdorf took this new insight to their innovation team and are using it to prioritize their efforts and clarify their purpose and focus for ideation.



Use Sensory Cues to Enhance the Perceptions of Benefits

System 1

IMPLICIT

- Use sensory stimuli to trigger implicit memories
- Leverage metaphors to identify the cues to leverage and the cues to avoid

System 3

PROSPECTIVE

- Create a playful environment to create prospective mindset
- Leverage 3-D creative construction to identify new hoped for sensory experiences