Using Sensory Cues to Enhance the Perceptions of Benefits

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September 28, 2018
Spark the Senses to Uncover Cues Implicitly Connected to the Benefit
Sight
Smell
Touch
Taste (Flavor)
Hearing (Sound)
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 / Carbohydrate
- Smooth
- Shiny
- Monotone
Use Products as Examples of Cues to give them References

Thin/Smooth ➕ Heavy/Rough

Low Protein Taste ➕ High Protein Taste
<table>
<thead>
<tr>
<th>Without cues research</th>
<th>With cues research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey what is on the market in the category and in adjacent categories; investigate all channels (e.g., food service, convenience, grocery, etc.)</td>
<td>Do all of the above, but look for the gaps. <strong>Where are competitors missing the cues?</strong></td>
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<tr>
<td>Apply creativity to new flavor combinations and ideas</td>
<td>Figure out <em>why</em> cues are missing. Are there technical challenges? Will you have to be interpretive in delivering against the cues?</td>
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<tr>
<td>Make and taste – with lots of other folks</td>
<td><strong>What cues will set your product apart from the rest of the market?</strong></td>
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<tr>
<td>Identify your “gold standard” product model</td>
<td>Apply your creativity on how to incorporate those cues into your product</td>
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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”

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