COMBINE & CONQUER:
HARNESSING THE POWER OF COMPARATIVE AND DESCRIPTIVE PROFILING TO UNDERSTAND CONSUMER REACTIONS TO SUBTLE PRODUCT DIFFERENCES IN CHALLENGING PRODUCT CATEGORIES

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MMR Comparative DA was developed to generate discriminatory, yet comprehensive data in a product set with subtle sensory differences

Sensory Methodologies

Sensory panel can sometimes struggle to differentiate between very similar products

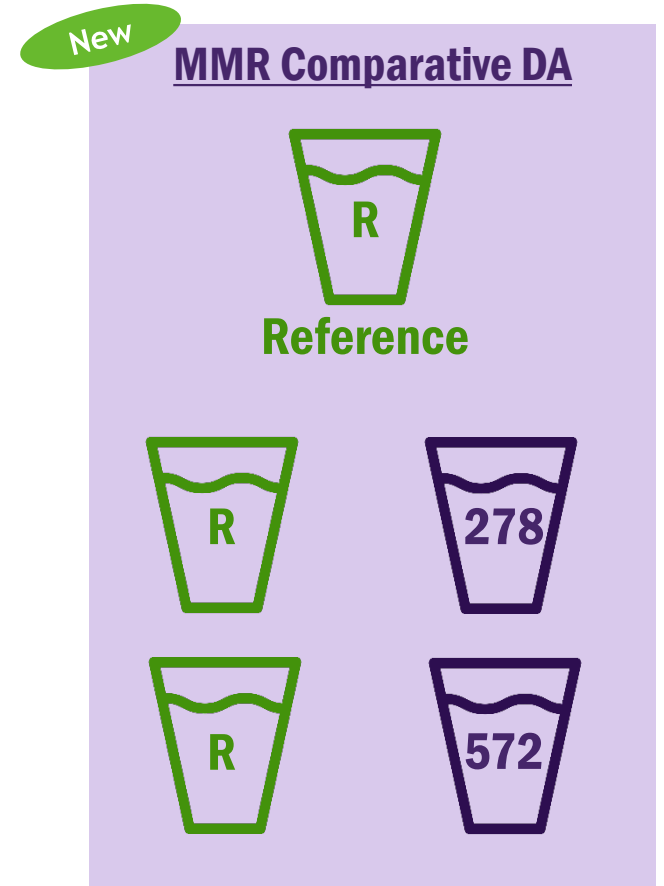*Average consumer finds it difficult to articulate differences*

"I like this product because it tastes better, but I can't pinpoint why"

Low ——————— R ✕ ——————— High

MMR DA

R

Reference

278

572

New

MMR Comparative DA

R

Reference

R   278

R   572

Reference shown initially with subsequent individual test products

Reference shown alongside each test product and tasted first with no re-tasting allowed
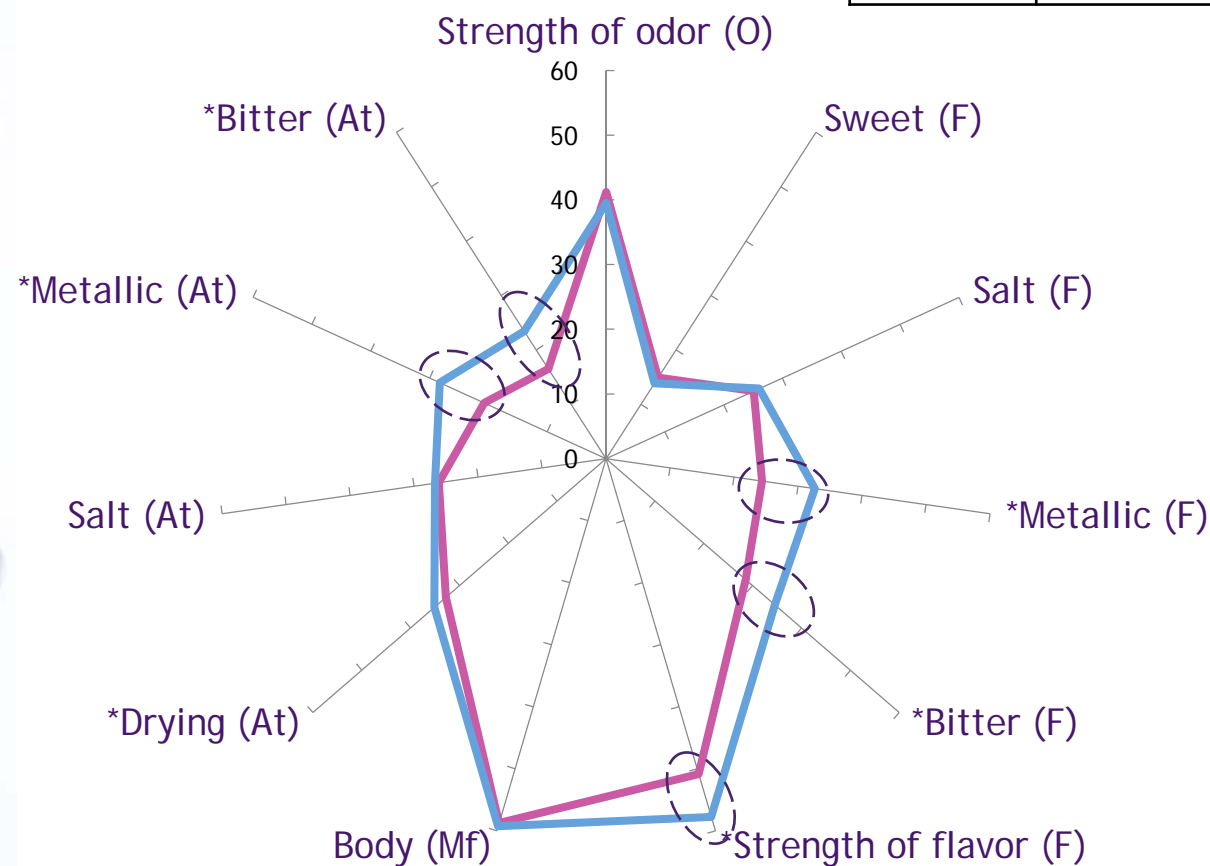
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MMR Comparative DA can be applied to products as similar as water

MMR Comparative DA was able to pull apart subtle differences that helped explain consumer preferences between two main competitors of mineral water
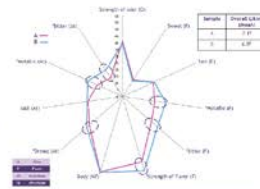
Sample	Overall Liking (mean)
A	7.1[a]
B	6.5[b]

O	Odor
F	Flavor
Mf	Mouthfeel
At	Aftertaste

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Key Benefits & Limitations

✓ The comparison element maximizes discrimination and allows insightful data to be collected on challenging product categories e.g. water, milk, butter, raw fruits

✓ Easy for panel adoption, as not too different to MMR DA

✓ Differences in consumer liking scores of similar products can be explained

✓ Provides complete DA data for PCA, correlation and drivers of liking analysis (unlike Pivot Profile©)

✗ Difficult to use with products with a strong carryover effect