



2010 Teamworks Educational Program
Formulating for Marketing Demands

Improving Sensory Benefits in Hair Care

Michael Wright

Nexus Salon Hair Care, Alberto Culver Co.

Agenda

- What is a “sensory benefit”
- First Purchase vs. Repeat Purchase
- Current Product vs. New Product
- Sensory Benefit Decision Tree
- Defining your Consumer Target
- Current Experience vs. Ideal Experience (Sensory Modeling)
- Understanding the Drivers of Liking

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Sensory Benefits - Definition

sen·so·ry ben·e·fits

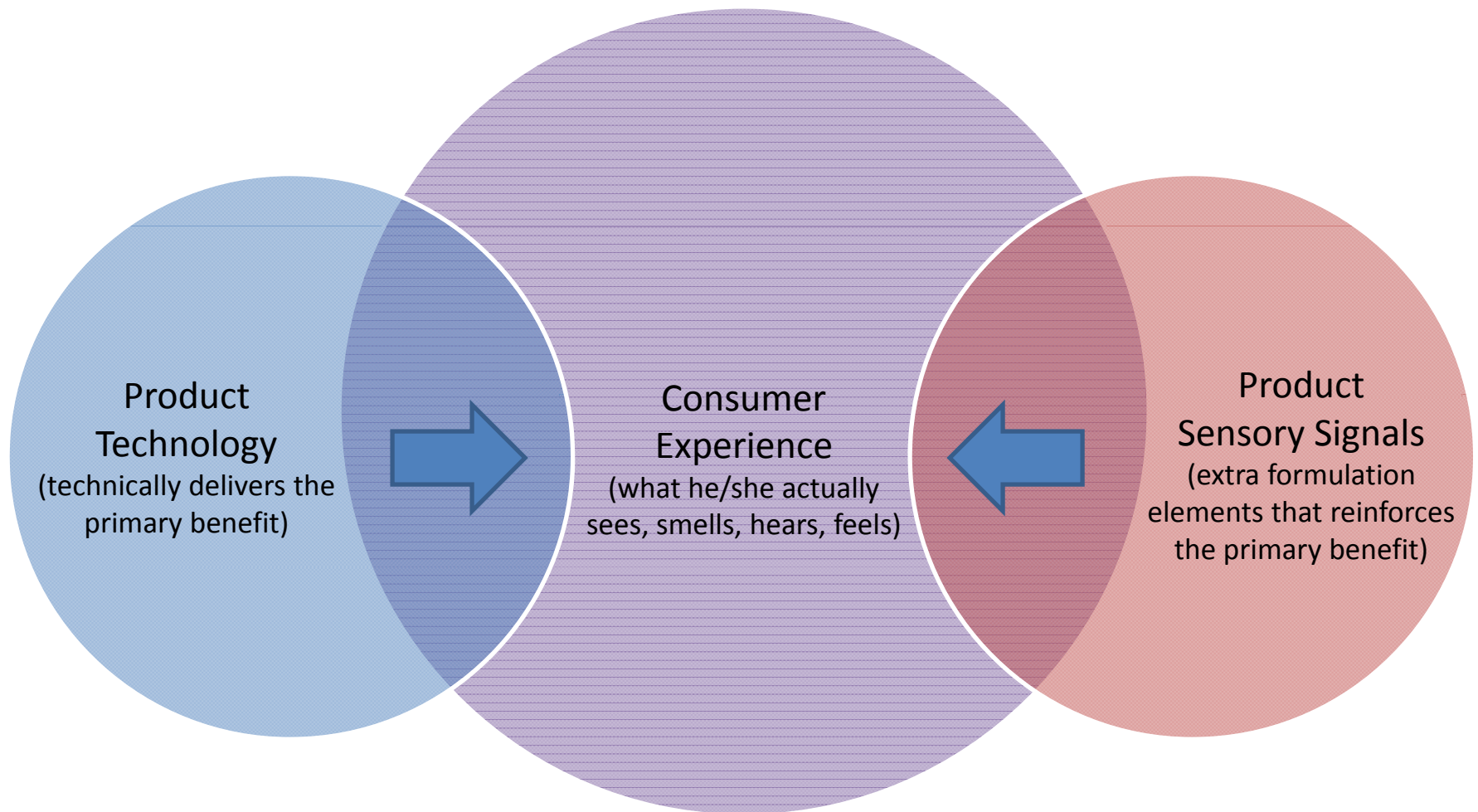
noun

1. something that reinforces the primary benefit
2. consumer noticeable (and positively meaningful),
via his/her 5 senses

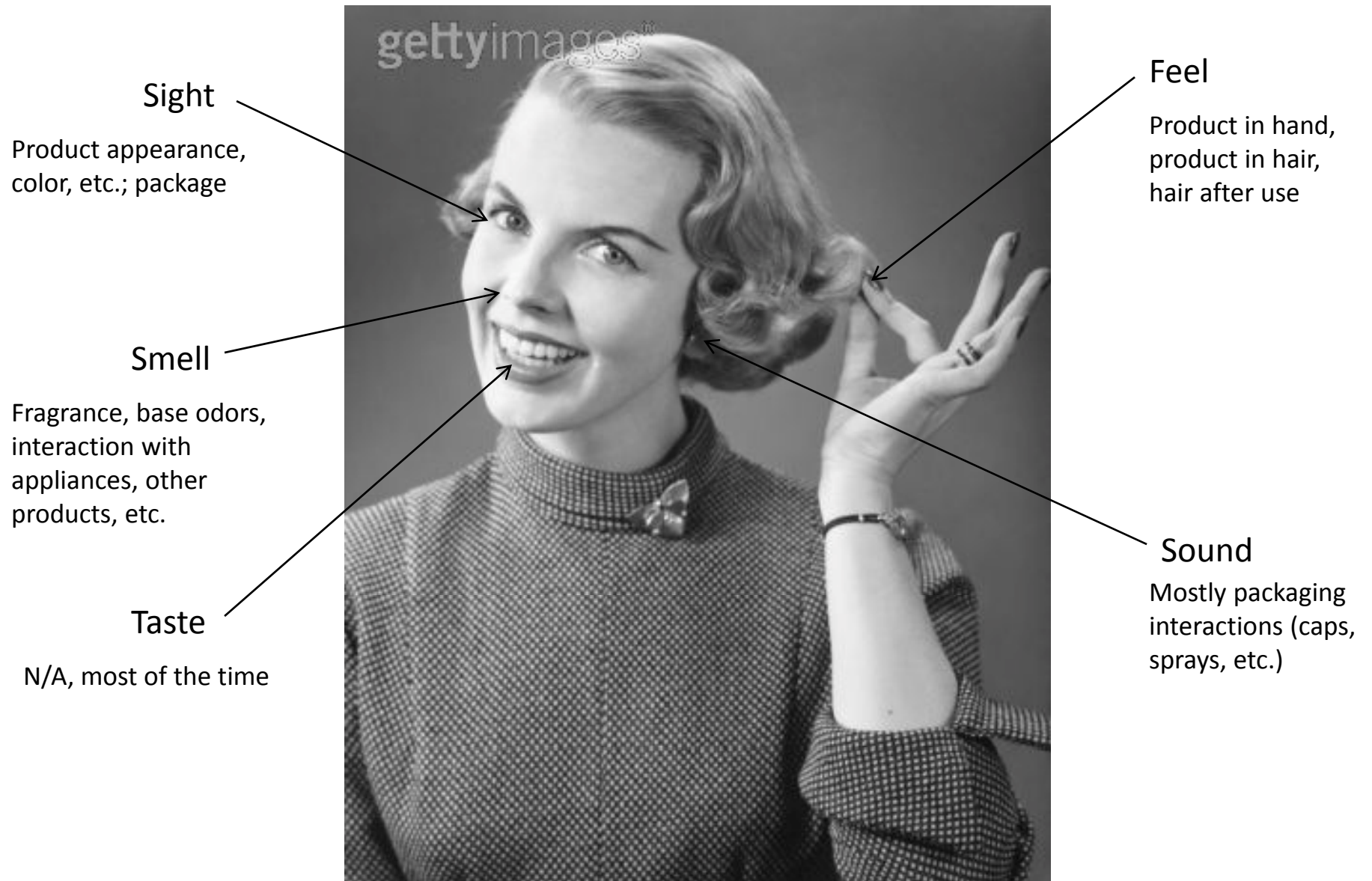
Synonyms: Sensory cues, Sensory Signals

The Consumer Experience

Product Technology + Sensory Signals



The Wide World of Sensory Perception



Sight

Product appearance, color, etc.; package

Smell

Fragrance, base odors, interaction with appliances, other products, etc.

Taste

N/A, most of the time

Feel

Product in hand, product in hair, hair after use

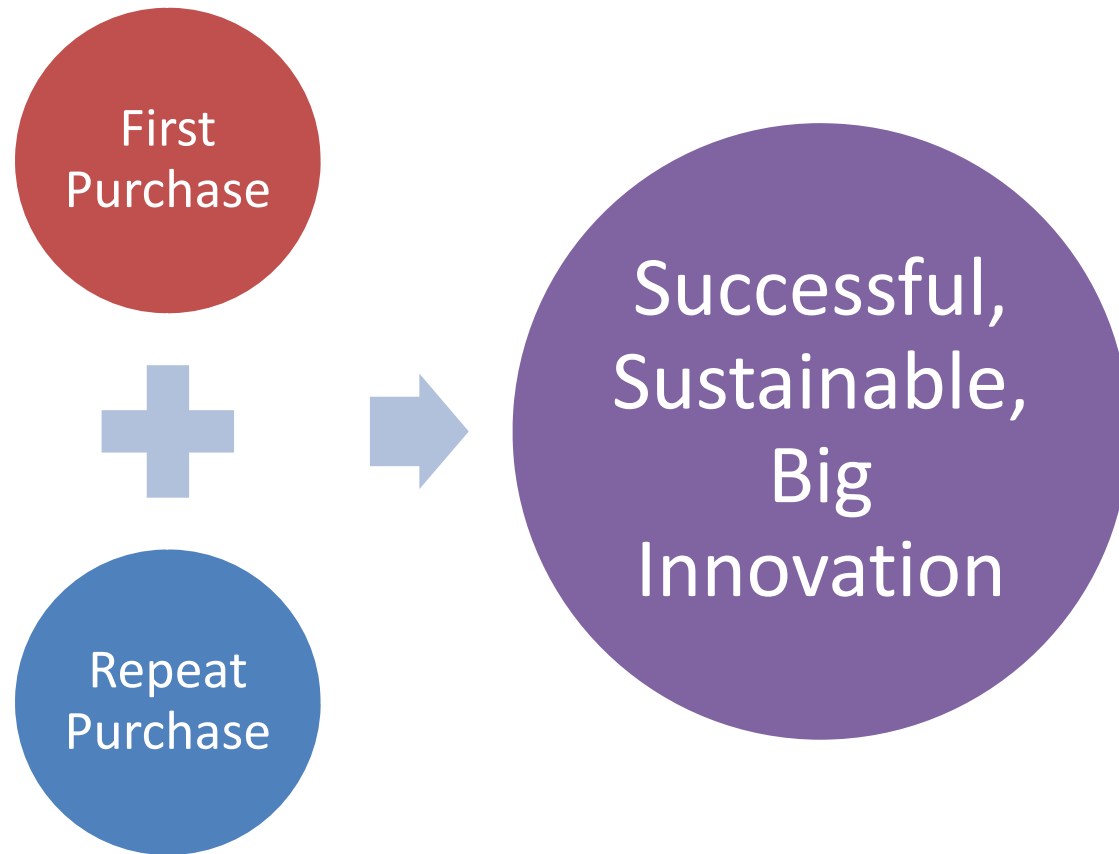
Sound

Mostly packaging interactions (caps, sprays, etc.)

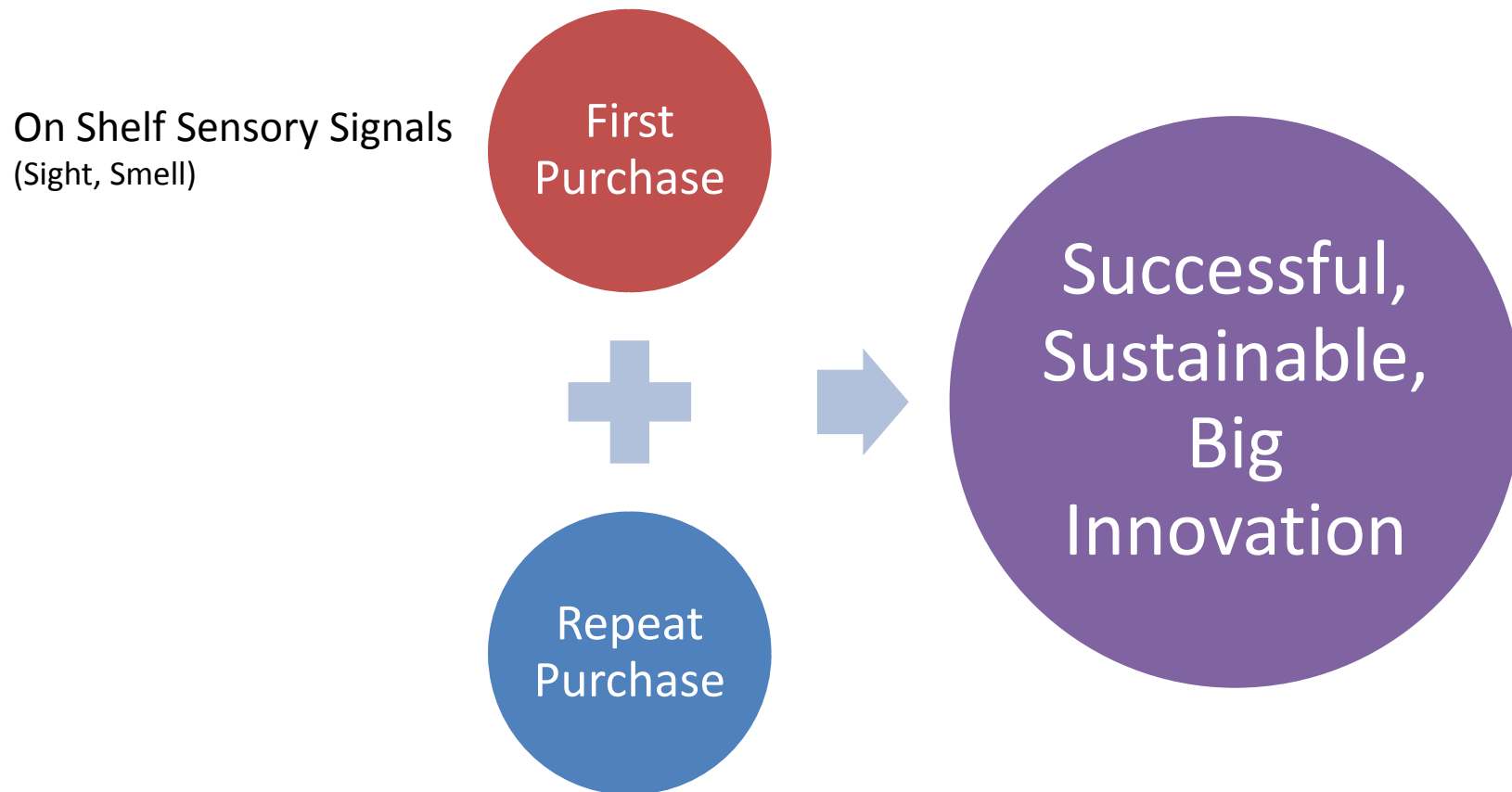
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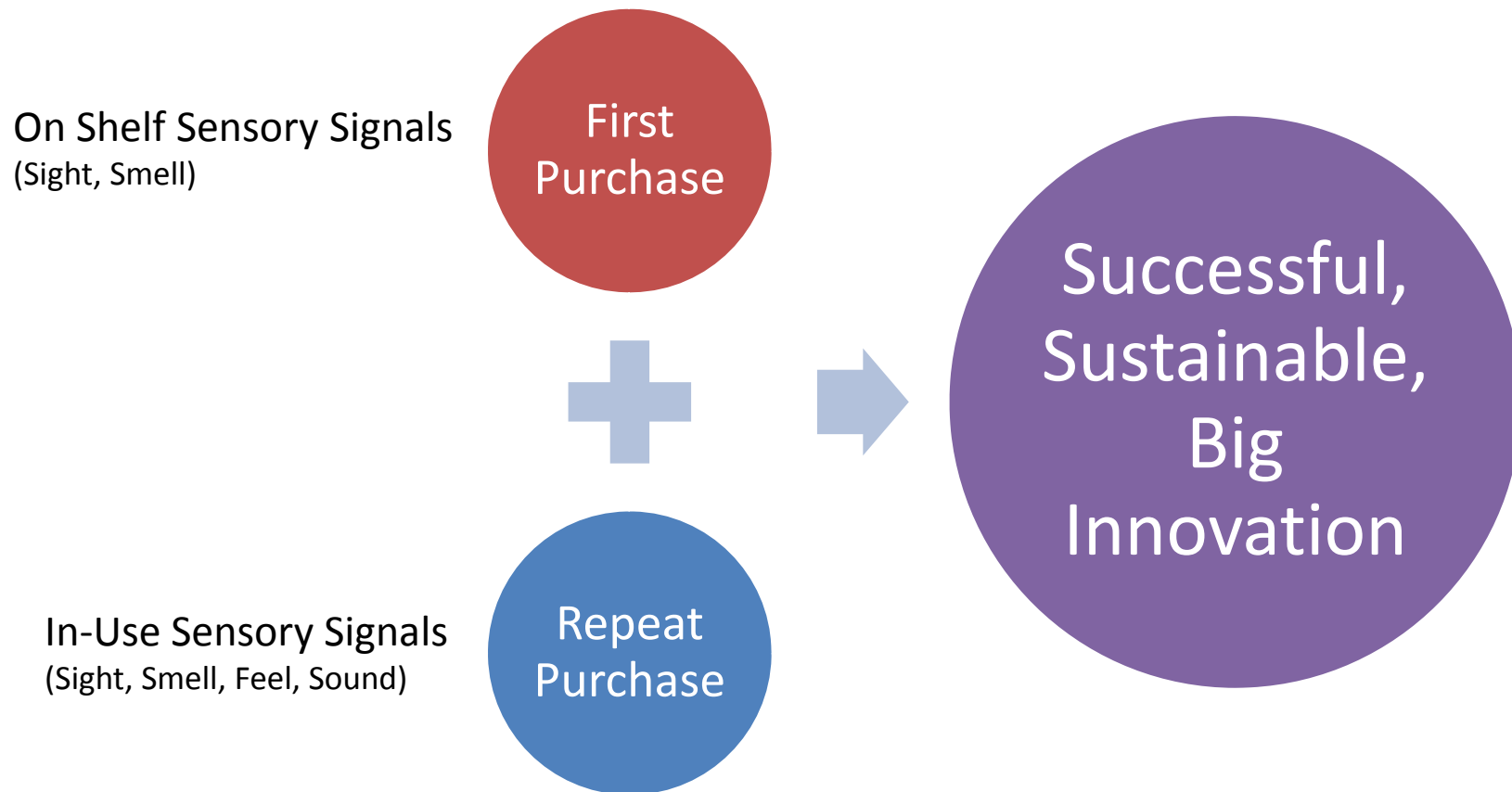
How your company makes money selling consumer products:



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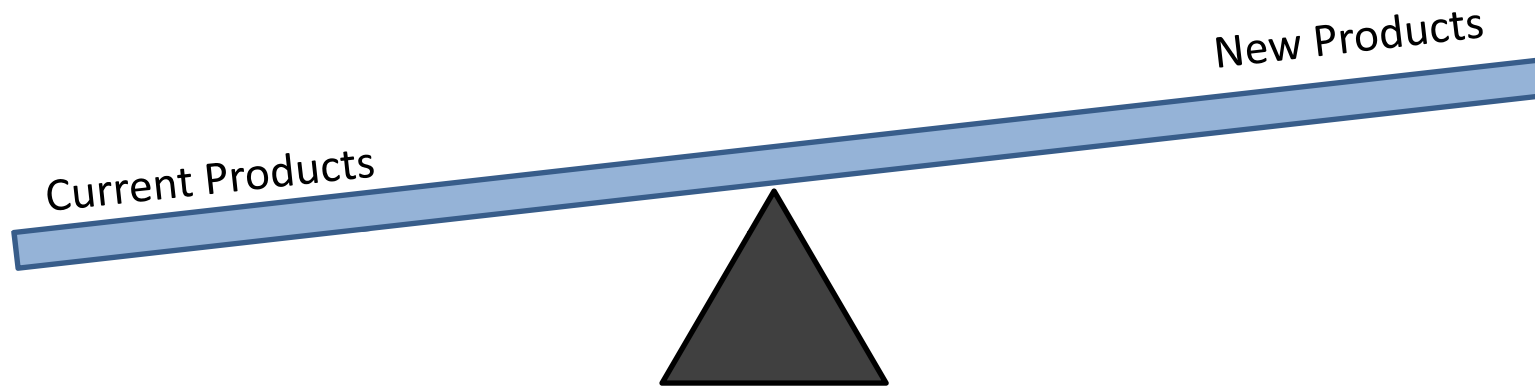


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Improving Sensory Benefits

Change current products or new products?



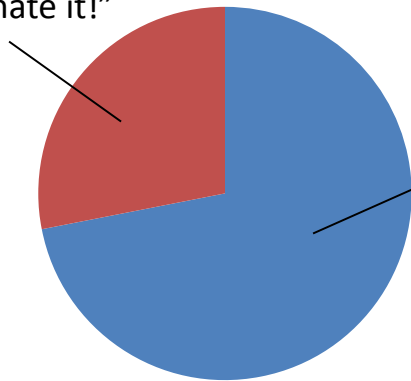
- Has current, loyal consumers
- Has competition
- Has no current consumers
- May or may not have competition

Improving Sensory Benefits

Changing current products...

Scenario 1: No Marketing Support

"You changed it,
therefore I hate it!"



"I didn't notice."

Current Consumers

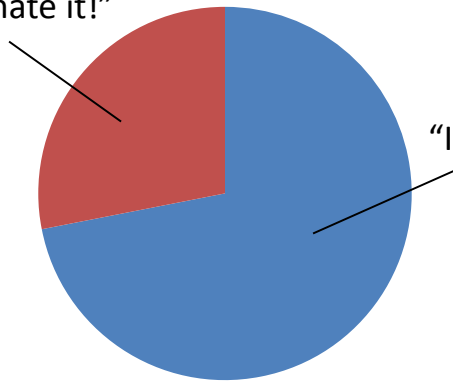
Improving Sensory Benefits

Changing current products...

Scenario 1: No Marketing Support

Scenario 2: With Marketing Support

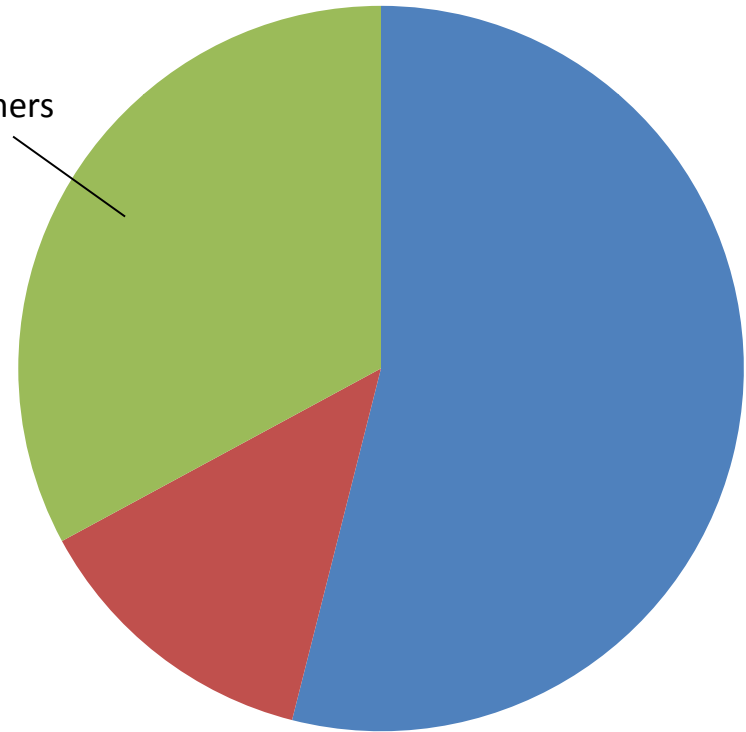
"You changed it,
therefore I hate it!"



Current Consumers

New Consumers

"I didn't notice."

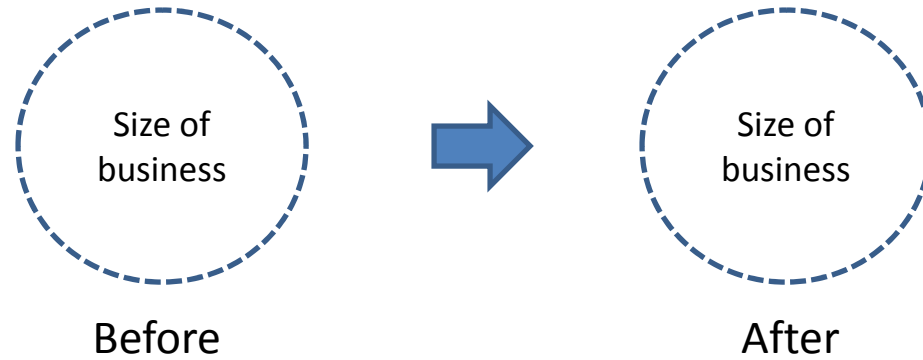


Current Consumers + New Consumers

Improving Sensory Benefits

Changing new products...

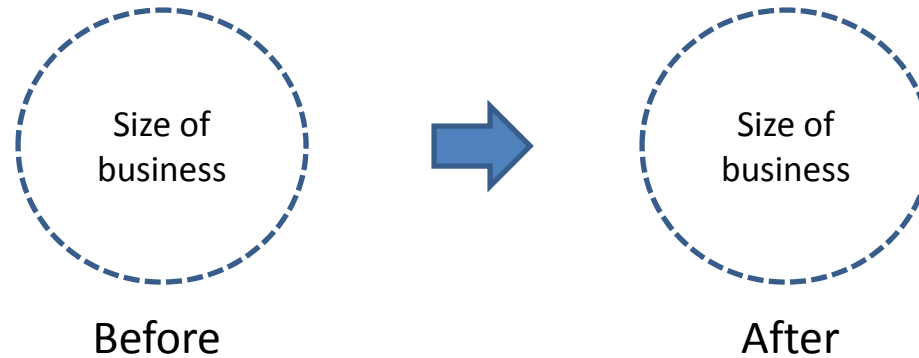
Scenario 1: No Consumer Testing



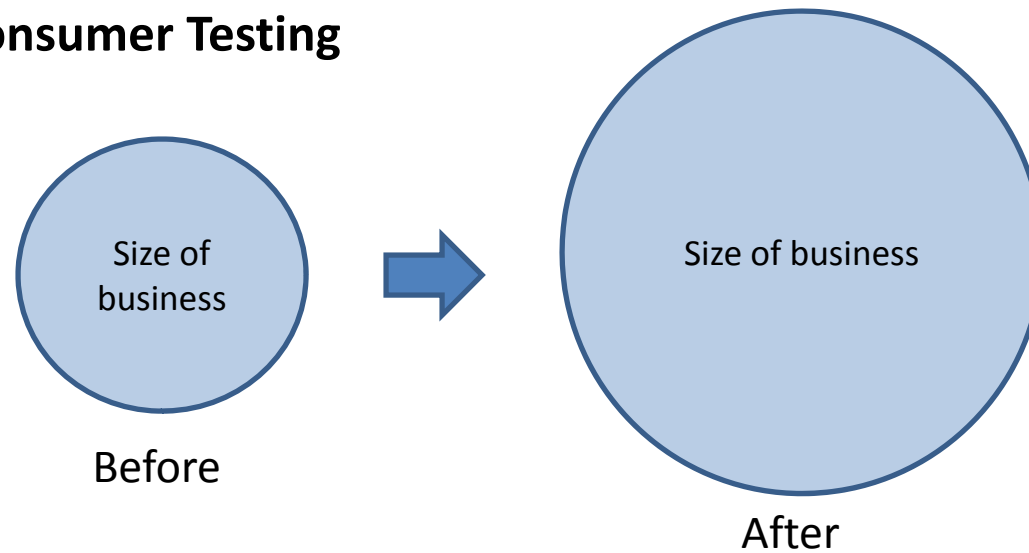
Improving Sensory Benefits

Changing new products...

Scenario 1: No Consumer Testing



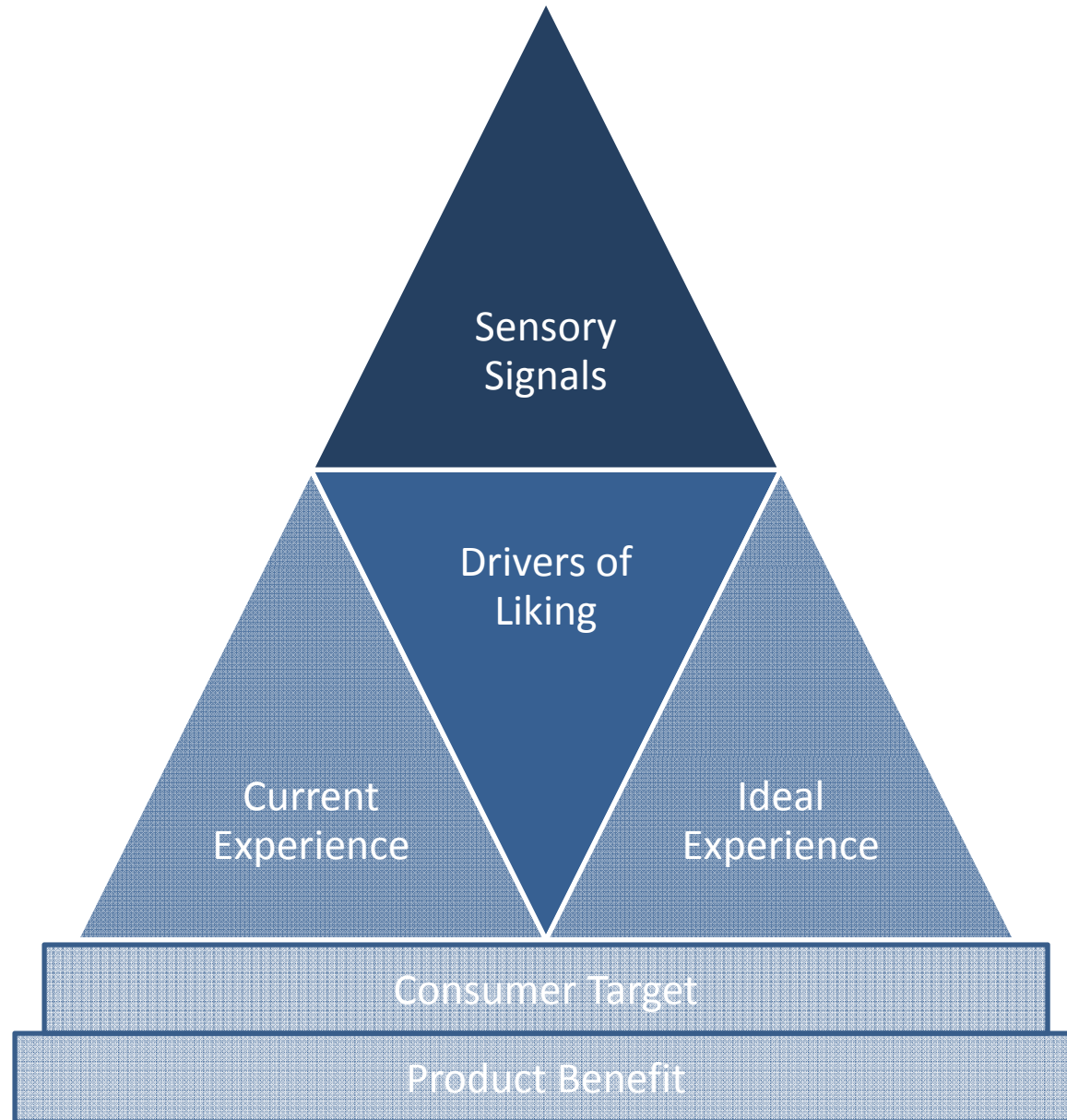
Scenario 2: With Consumer Testing



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Sensory Benefit Decision Tree



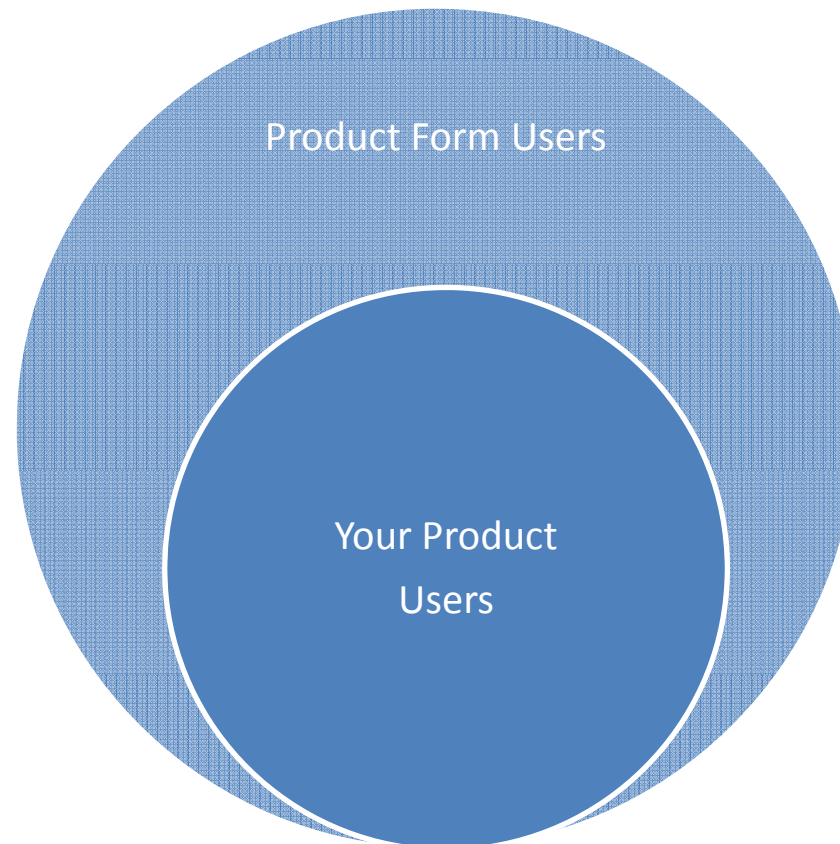
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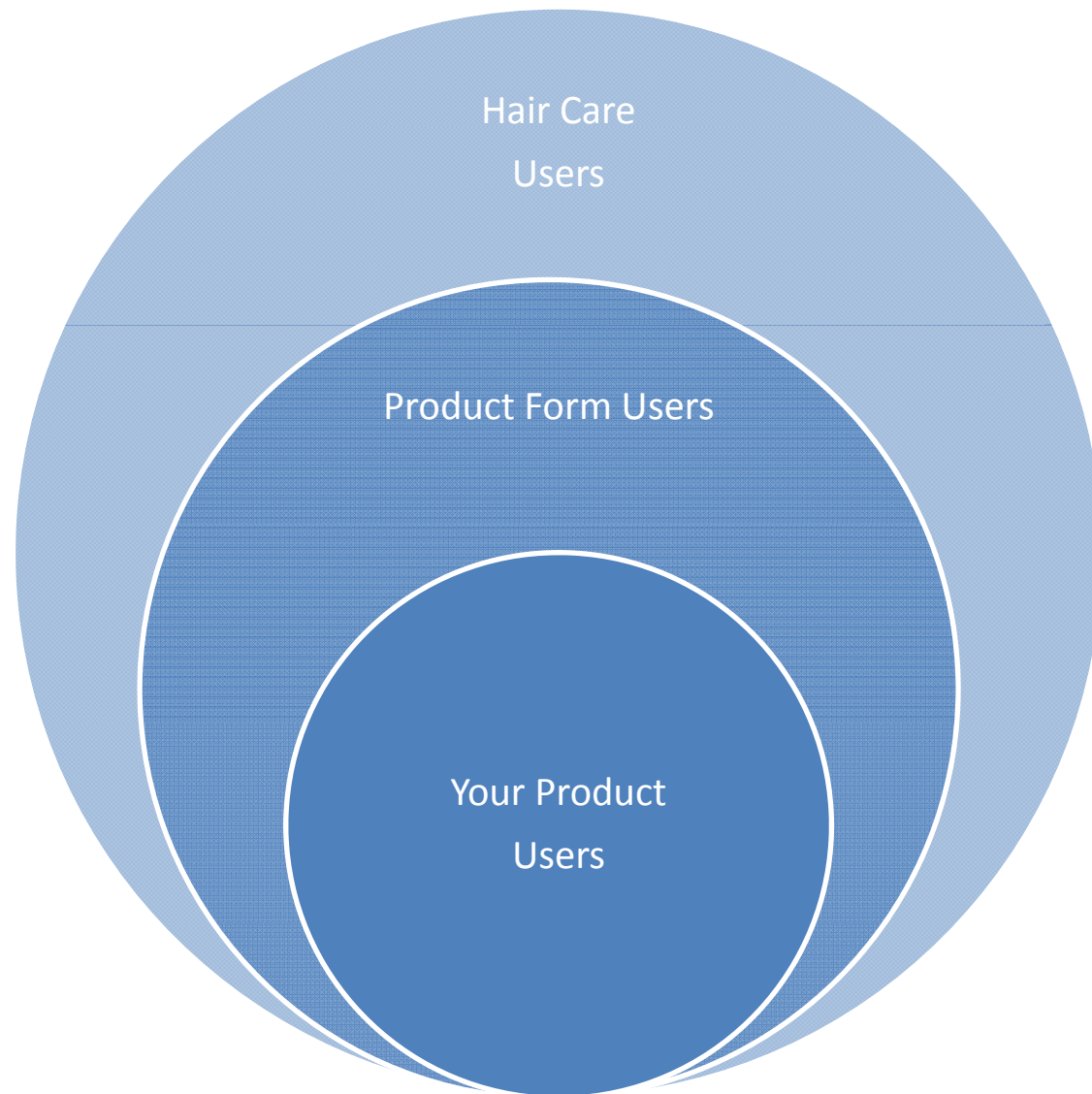
Defining Your Consumer Target



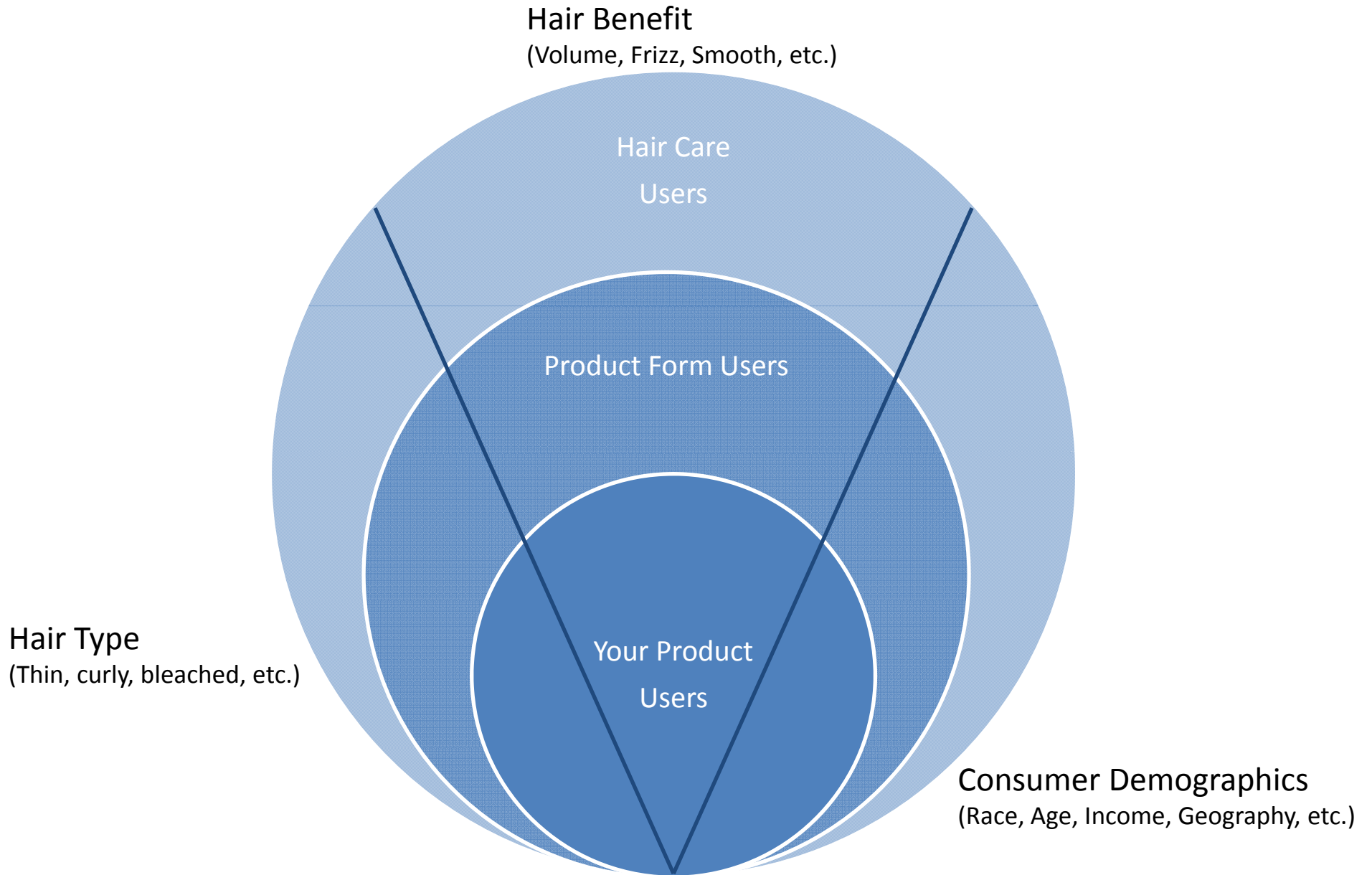
Defining Your Consumer Target



Defining Your Consumer Target



Defining Your Consumer Target

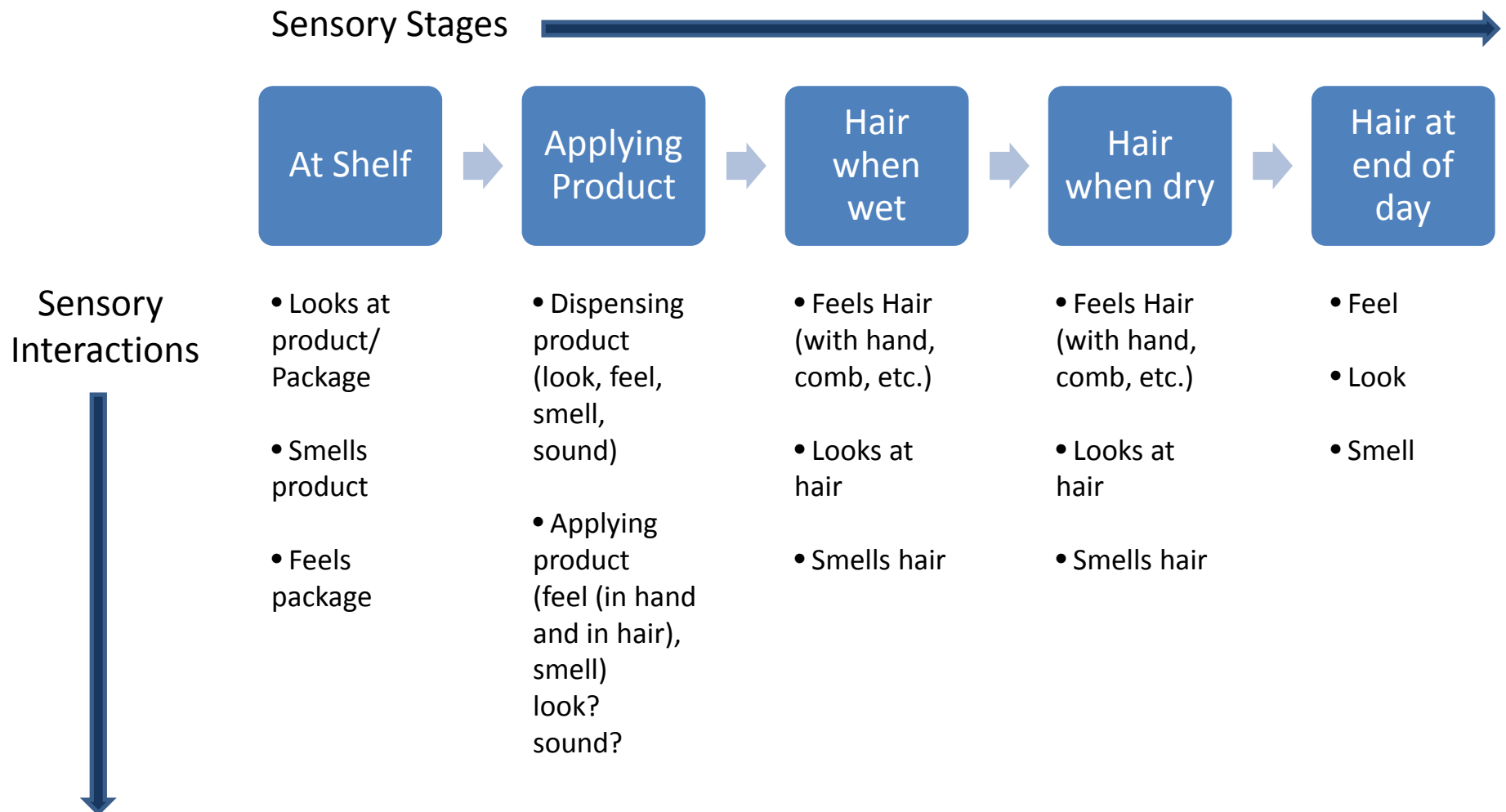


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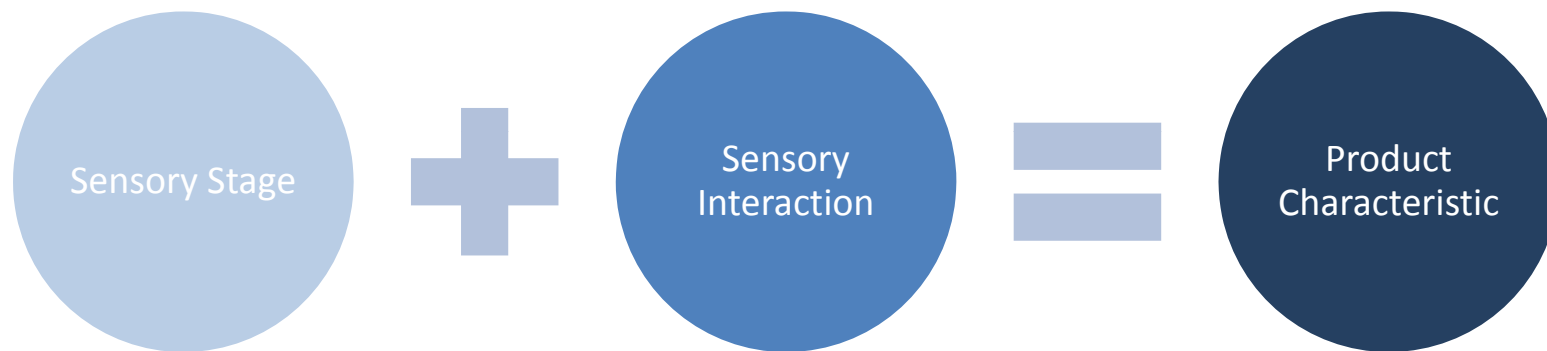
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Understanding her current vs. ideal experience

Sensory Modeling



Defining your product characteristics



What you will test

Ex:

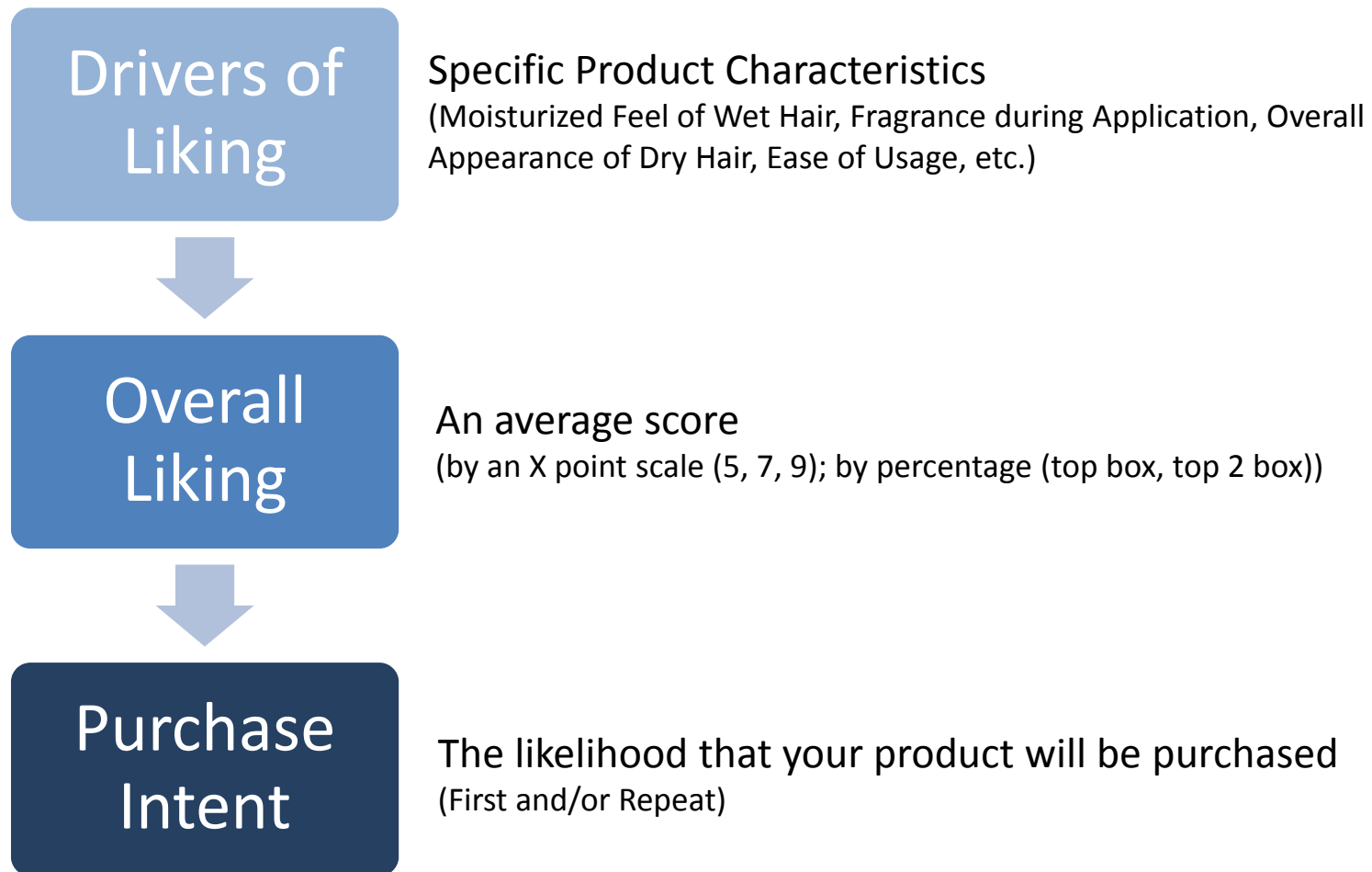
*Moisturized Feel of Wet Hair
(Intensity Scale)*

*Overall Appearance of Dry Hair
(JAR Scale)*

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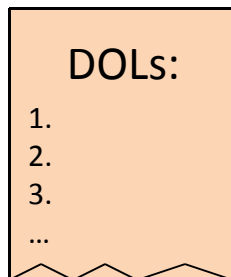
Understanding the 'Drivers of Liking'



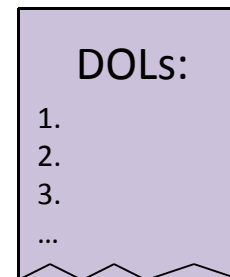
The 'Drivers of Liking' will depend on...

1. The primary benefit
2. The product type
3. Your target consumer

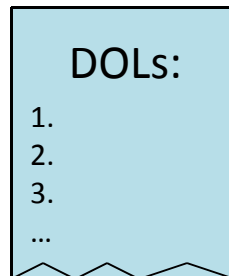
Benefit x
Product Type y
Consumer z



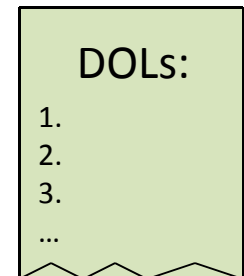
Benefit x''
Product Type y''
Consumer z''



Benefit x'
Product Type y'
Consumer z'

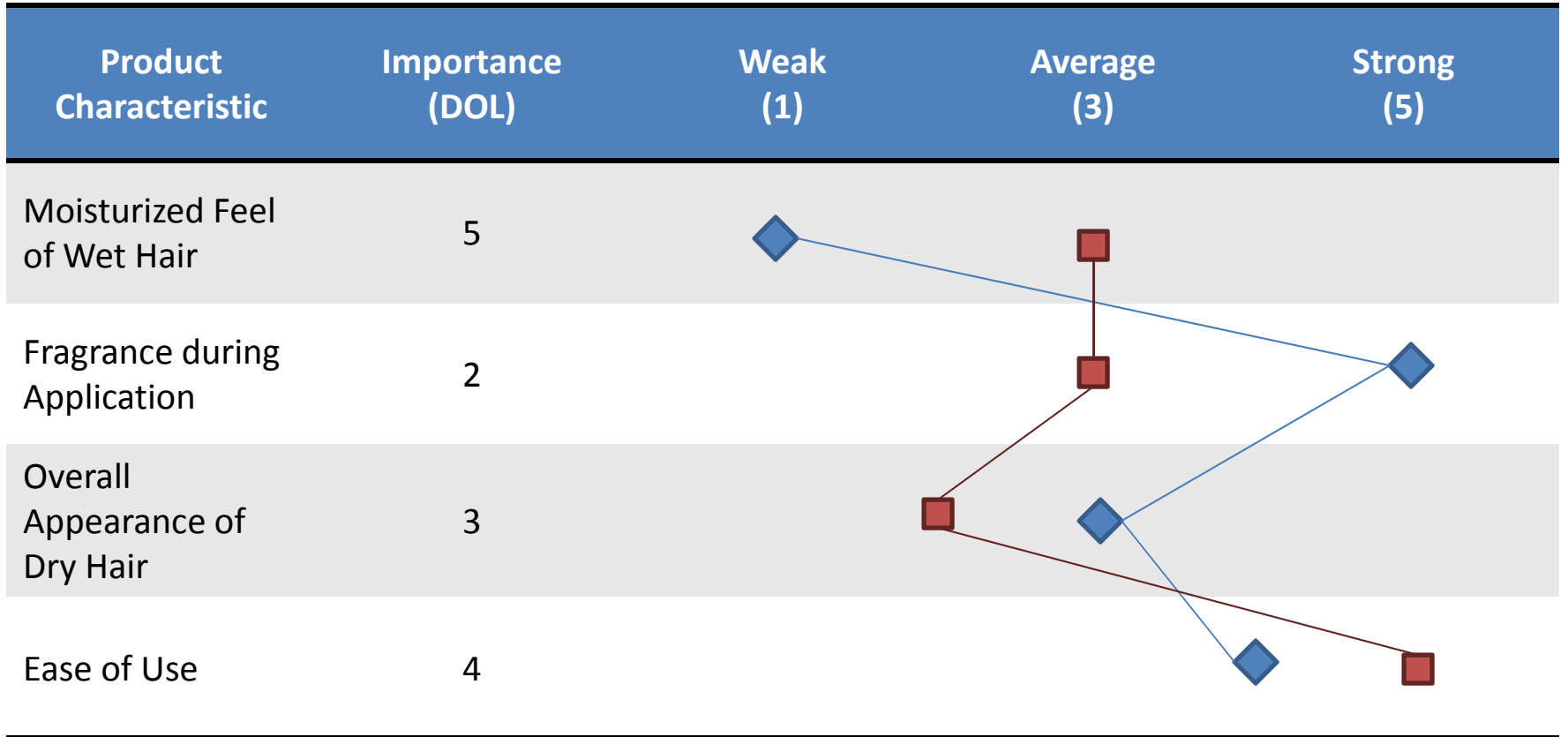


Benefit x'''
Product Type y'''
Consumer z'''



Understanding your Formulation Priorities

For Benefit x, Product Type y, Target Consumer z:



◆ Your Product ■ Your Leading Competitor's Product

Re-Cap

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Now, start formulating your improved sensory benefits!!



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Questions???