

good | sense  
• | RESEARCH

*the tasty touchy feely company.....*

# Who are We?

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Good Sense Research is a **specialist** market research agency with **excellent skills** in product research for the **UK Food and Drink** manufacturing industry. We exist to help Marketing Managers and Product Developers achieve **successful product launches** and **range reviews** which help them to stay ahead of the competition.

We have designed **new methods** of qualitative research that combine detailed Sensory evaluation of products within the context of time and space relative to the shopping / cooking / eating experiences.



GSR established in 1995.

# How do we do it?

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- We **hear** of reputation, learn of new events/products
- We **see** positionings, promotions, advertising
- We **touch** packs, experience sensations
- We **smell** location/products that have strong reminiscent and associative imagery
- We **taste** what is good – what we liked based on our previous experiences
- We **combine** all the above to understand the entire customer experience



# Does Your Product Fit The Market?

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- Do you know your **market**?
- Do you know your **customer**?
- Do you know your **product**?



# Know Your Market?

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Market size, % share, penetration, competition.



exterior data

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## Sensory Understanding

- What is *really* happening at point of sale?
  - What are the key motivators?
- How is the purchasing decision affected by what she sees?



# Know Your Market?

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- How does she relate visual stimuli to her purchasing ‘gates’?
- Is it -
  - size
  - price
  - colour
  - shelf life
  - method of cooking
  - on pack communication
  - flavour descriptors
  - contents
  - provenance
  - additives
  - food miles
  - health claims – or is it *“just what mother bought”*.
- Does the pack colour, name, style, stand out – what image does it generate? How is this image internalised, how will it ‘fit’ in her lifestyle.



# Know Your Customer?

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Who is buying – could be buying – your product?

Male, female, old, young, rich, poor

'time poor cash rich'

exterior data

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**Sensory Understanding**

World travellers, exotic food experiences

Foodies and convenience hand in hand

Kids cook for themselves

Families of 'independants'



# Know Your Customer?

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What 'else' are they buying into with your product?

**New different = excitement!**

**Familiarity traditional = comfort (yawn!)**

**Alfresco summer fresh living**

**Warm indoors indulgent**

**Does your 'image' reflect these needs states?**



# Know Your Product?

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Have you tasted it????



External

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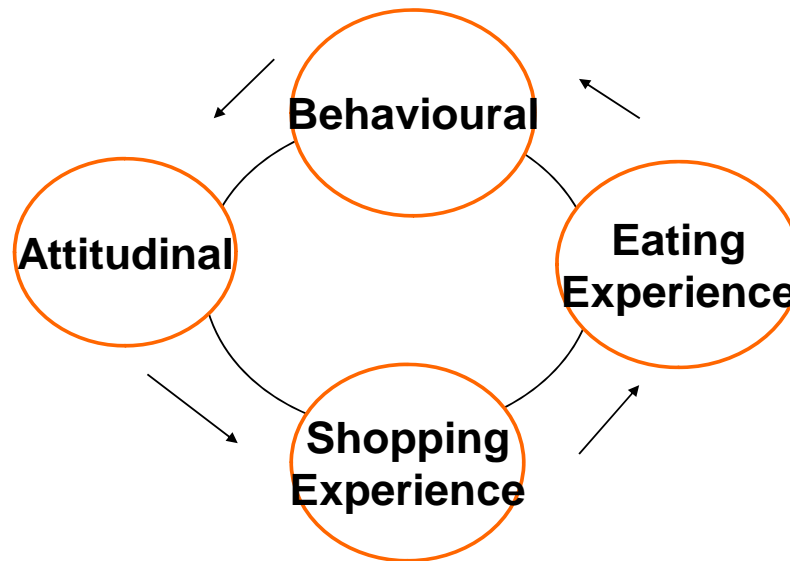
**The Psychology of Taste**



# The Psychology of Taste

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In its **widest** sense:- response to products is reflected by:



# The Psychology of Taste

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In its **widest** sense:- response to products is reflected by:

- **Attitudinal:** current attitudes - fixed and malleable
- **Behavioural:** learned behavioural mannerisms
- **Shopping Experience:** how they shop
- **Eating Experience:** and what happens when products are consumed at home.

And in its **tightest** sense it focuses on Aroma, Appearance, Taste and Texture.

# The Psychology of Taste: Sensory Appraisal

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- **Sensory Appraisal** provides objective and measurable information about how products perform in the eating experience.



## Sensory Centre

- **Trained Panel of Experienced Tasters**
- **Controlled Tasting Booths (conforming to BS standards)**
- **Computerised Data Acquisition and Statistical Analysis**
- **Fully Equipped Food Preparation Area**
- **Discussion/Training Room with Video Facilities**



# How does Sensory Profiling Work?

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- **Trained Panellists assess products on the parameters of appearance, before cooking, after cooking, aroma, taste, texture, aftertaste.**
- **Each product is then scored on the defined attributes so differences are easily detected.**
- **Panellists have passed stringent tests including threshold testing on salt / sour / sweet / bitter.**
- **Panellists blind taste test to maintain objectivity.**

# How does Sensory Profiling Work?

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- There are four aspects to 'training':-
  1. Health and lifestyle questionnaire - excludes smokers, denture wearers, allergy responses and over 55's!
  2. Threshold testing – salt, sour, sweet, bitter; flavour/ aroma recognition
  3. Good vocabulary skills to describe flavours and textures
  4. Team players – not dominant personalities

# How is it Used?

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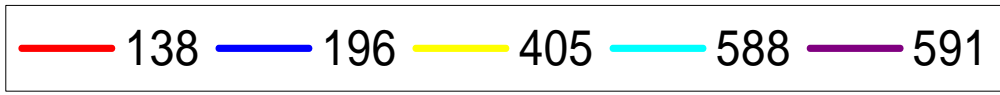
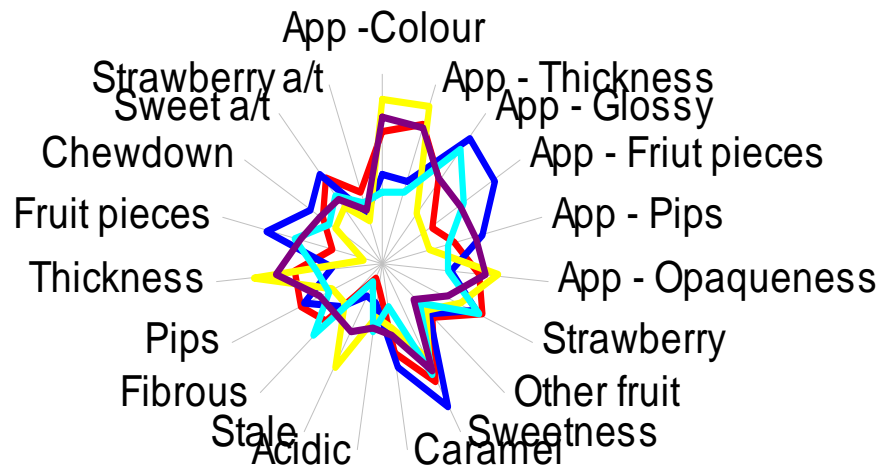
- **Batch consistency, developing a new process often requires checking to see that no variations are evident from changes to process.**
- **Ingredient modification, on cost , supplier or ethical reasons.**
- **In major consumer research tests - differences are highlighted before Preference Testing so that reasons for preference are clearly understood. Segmentation studies.**
- **Benchmarking – comparing your product to other suppliers – objective measured comparisons using trained panellists.**
- **Leads - for in depth understanding of taste drivers that affect motivational eating behaviours.**

# Case Study: Benchmarking Strawberry Jam

	Parameter	138	196	405	588	591
<b>Appearance</b>	Colour	7.0	4.8	8.6	3.8	7.8
	Thickness	7.8	4.6	8.8	4.0	7.6
	Glossy	5.6	8.4	3.4	7.8	5.6
	Fruit pieces	3.6	8.2	3.0	5.8	5.6
	Pips	4.6	6.2	2.8	4.2	5.8
	Opaqueness	5.8	4.2	7.0	4.0	6.2
<b>Taste</b>	Strawberry	6.6	6.2	5.0	6.4	4.4
	Other fruit	4.2	3.8	3.6	3.0	2.6
	Sweetness	7.0	8.4	5.8	6.6	6.4
	Caramel	4.8	5.4	3.4	2.2	3.8
	Acidic	1.4	2.0	2.8	3.6	3.4
	Stale	0.8	1.8	6.2	1.2	4.0
<b>Texture</b>	Fibrous	4.6	3.4	3.0	5.6	4.0
	Pips	5.4	5.0	3.4	3.6	4.2
	Thickness	5.2	3.0	7.8	4.0	6.4
	Fruit pieces	3.2	7.2	1.2	5.4	5.0
	Chewdown	4.4	5.2	3.4	3.8	4.6
<b>Aftertaste</b>	Sweet	5.6	6.0	3.8	4.6	4.4
	Strawberry	4.0	2.8	2.4	3.4	3.0

# Case Study: Strawberry Jam

## Strawberry Jam



# Typical Example of Product Appraisal

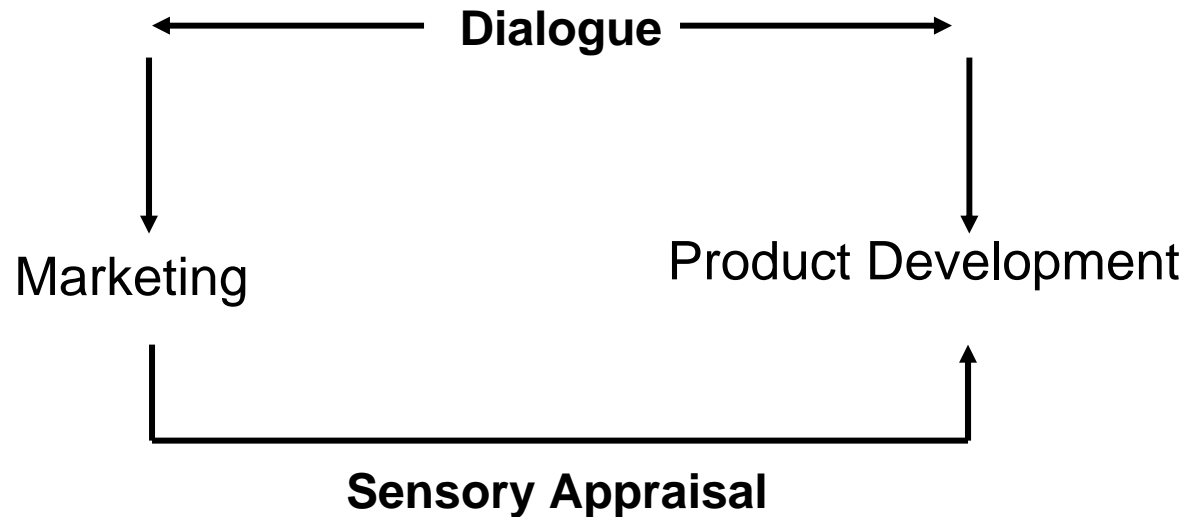
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- Ready Meals are convenient quick and cheap, includes traditional and ethnic food. But some do not perform well on taste parameters.
- Trained panellists assessed four products - content poor:-
  - Sauce gloopy and thin, too much sauce – ‘*swimming*’
  - Veg soft and flabby
  - All flavours migrated
  - Bland, needed more spice flavour
  - Photo shows large pieces of meat but not visible in product
- Clearly room for improvement!

**We have considerable experience in assessing / benchmarking product ranges with supermarket branded and independent products.**

# Sensory Understanding

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- Full Sensory Appraisal is:

**from shelf, to home, to mouth is the ultimate FIT TEST.**

# What Makes Us Different?

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We use **Good Sense** to combine the specialist analytical skills of:

- Psychology
- Food Science - to make **Good Business Sense**

We **draw** from the fields of Psychology, Social Science, Food Science, Economics, Statistics and Business Planning

Our **Facilities** include a state-of-the-art sensory assessment centre

Our **Results** are directly related to your business needs

Our appointed **team** works closely with the client throughout the project; we don't pass work down.

[www.goodsense-research.com](http://www.goodsense-research.com)