

SMARTER
FASTER
STRONGER
SENSORY
& CONSUMER
SCIENCE
FOR TRUE BUSINESS
RELEVANCE

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Sensory & consumer centric innovation

A blurred red high-speed train is moving through a modern subway station platform. The platform has a white tiled floor with yellow tactile paving along the edge. The station is brightly lit with overhead lights, and there are some people standing in the distance. The text "The single most important factor to leverage in innovation is speed." is overlaid on the image.

**The single most important
factor to leverage in
innovation is speed.**

But is it possible to move too fast?

- In our quest to be first & to move fast, we exhaust ourselves, those around us, cut corners, and make mistakes.
- In order to save precious time it is often decided to limit sensory & consumer studies. Conducting one large study at the end.
- The decision is made to listen to the companies gut rather than to the voice of the consumer.





When your eyes are only
looking at the organization,
your ass is facing the customer.

Yudai

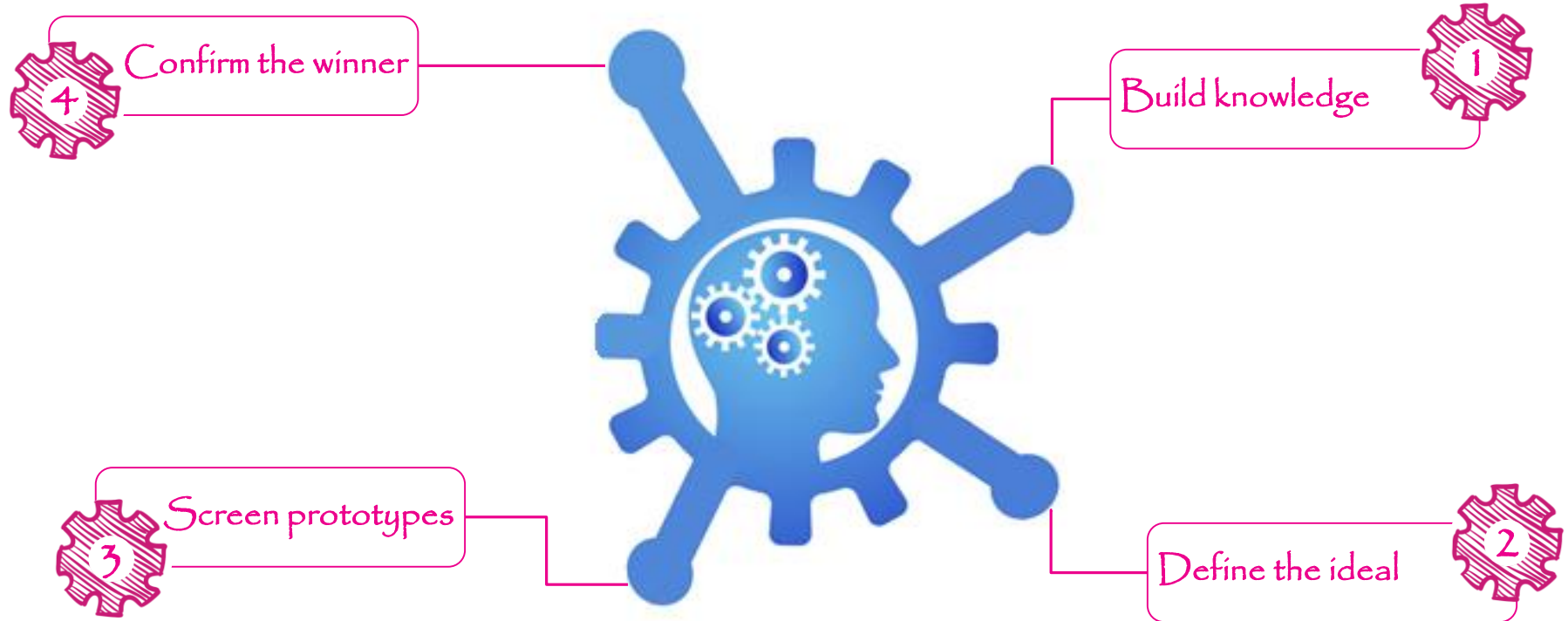
**... and then things like
this happen!**



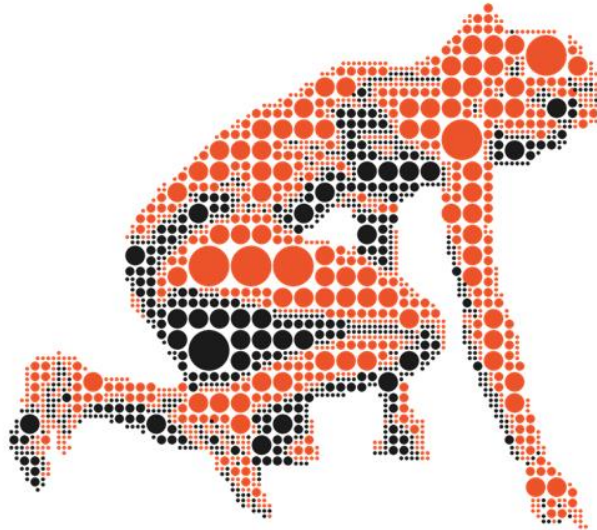
A blurred red high-speed train is moving through a modern subway station platform. The platform has a white tiled floor with yellow tactile paving along the edge. The station is brightly lit with overhead lights, and there are some people standing in the distance. The text "Challenge: how can we steer the speeding train?" is overlaid on the image.

**Challenge: how can we steer
the speeding train?**

Our approach is to incorporate multiple small scale, pragmatic tests throughout the innovation process.



Putting the idea into practice: Enter the sports nutrition market with Vifit Sport, time 1 year



Ambition

Enter sports nutrition market by launching a range of recovery products: high protein powder shake, drink & bar

Nutrition

Every portion should contain 20gram protein to support your muscles after sport.

Natural

Without artificial colourings, sweeteners & conservatives.

Build knowledge about the current market & what consumers are currently exposed to

Purpose

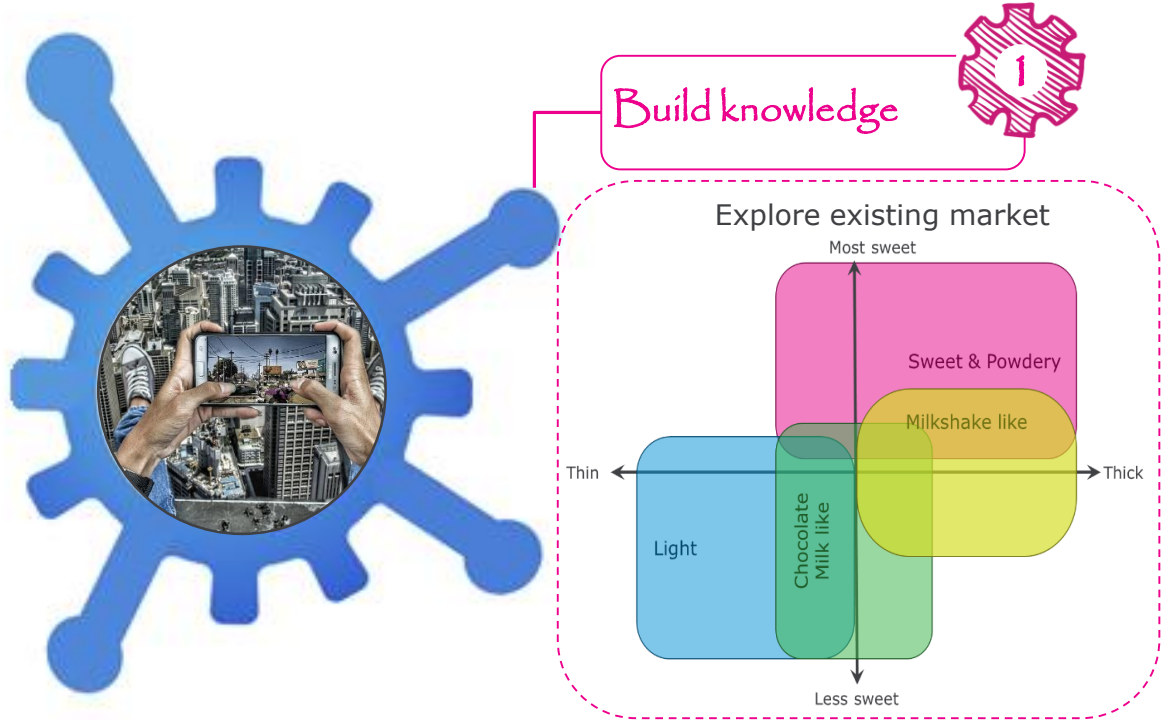
Observe what is currently in the market

- High-over impression of the major differences between the products.
- How do they compare with the options we have currently available?

Tool

Rapid sensory methods

- With expert panel: CATA, RATA, sorting, etc.
- With project team: Consensus mapping etc.



Explore the sensory space in order to **define the ideal**

Purpose

Explore consumers likes & dislikes

- What are the ideal sensory properties?
- Are there points in existing products which can be improved?

Tool

Qual. consumer tests

- Typically a series of focus group discussions.
- Use extremes as starting point



Define the ideal



Continuously check the performance & **screen prototypes**.

Purpose

Assess whether the recipe is good enough

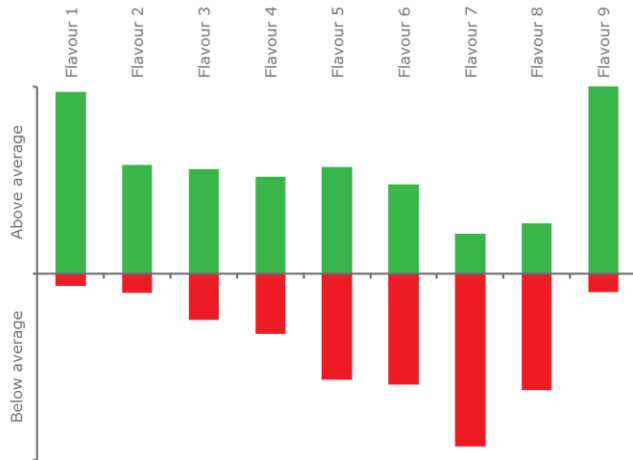
- Are we heading in the right direction?
- Do we need to improve?
- What revisions need to be made?

Tool

Small scale consumer product tests

- Do multiple small tests rather than 1 large one.
- Always keep in mind the context in which the product will be used

Continuous check development



3 Screen prototypes



Once the development cycle is ready **confirm the winner** with consumers



Purpose

Confirm that the product is good enough to launch

- How do our prototypes perform among our target consumers?
- How do they perform against the competition?

Tool

Consumer in-home use test

- The final check should be as realistic as possible (situation, pack, product).

By involving the consumer throughout development the speed comes from getting it right the first time.





Challenge for the future is ensuring that **practical** & **efficient** tools are available to enable the **continuous** contact with consumers.

