

# This symposium is sponsored by:



**SMARTER**  
**FASTER**  
**STRONGER**  
**SENSORY**  
& CONSUMER  
**SCIENCE**  
**FOR TRUE BUSINESS**  
**RELEVANCE**

**HANNELIZE VAN ZYL – HEINEKEN GI&R**

**IT ISN'T JUST WHAT YOU DO, IT IS HOW YOU DO IT**

# **Sensory Science has not achieved its potential**

**Anne Goldman, ACCE  
Pangborn 2015**

# Sensory in strategic planning?

# Category Insights or Individual projects

**Introduction to HEINEKEN  
can be found at:**

**<https://www.theheinekencompany.com/>**

**Video of Global Innovation and Research removed**

# ONE WORD

# SUPPORT

# EXPERTISE



# SUPPORT

**Summarise**  
**the role of sensory**  
**in business**  
**in one word**

**What does it mean?**

**Why is it important?**

**What should I do?**

**Duncan Lowe, Campari Group  
EuroSense 2018**

# SCIENCE and ART

**Scientists need to be prepared to explain the significance and merits of their own research to a wider public, to a layman, your grandma.**

**The Art of Scientific Performance  
Seppelt et al., 2018, Scientific Life**

# How does what you do change what the business does?

**Chris Van Dongen**  
**Pangborn 2015**

# WHAT CHANGED FIRST?

- Project intake discussions – focused reporting
- Stopped internal panel
- Changed external panel – just about everything
- Eliminated unnecessary testing
- Structure of Sensory team

# PRODUCT INSIGHTS AND GUIDANCE

- Research platform
  - Sensory, CMI, Innovation Managers
  - Global and OpCo
- Business-relevant research projects
- Cross-functional project management



# MORE SUPPORT

- Support on three other research platforms
- Product Development support
- Advice to:
  - Global Innovation & Research
  - Global Commerce
  - Global Production

# PARTNER WITH MARKETING CAPABILITIES

- New way of looking at markets
- Cross-Functional

## WEBINARS

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total viewers:  
541

## INSPIRING

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> 300  
participants

**External partners = Thought partners**

**Thought partner:**

**A person you argue with, without ripping each others' heads off**

**What are the details?**

**Scientific Report**

**What does it mean?  
Why is it important?**

**Business Report**

**What should I do?**

**Executive Report**

# Grow your skill set

**Chris Van Dongen**  
**Pangborn 2015**

# CHALLENGE

**Argue:** Collaborative, critical discourse

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**Share what you are doing**

**Listen to criticism, challenges and advice**

**Learn from marketing and CMI colleagues**

# **Multi-sensory asset examples**

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# **Multi-sensory experience training**

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**SMARTER**

**ACCEPT CHALLENGE**

**FASTER**

**DO THE RIGHT THING**

**STRONGER**

**DO IT TOGETHER**

# SUPPORT

# TRUSTED PARTNER

# EXPERT

**“THE COOLEST JOB TITLE EVER”**

# OVER TO YOU