This symposium is sponsored by:
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?
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
Photos removed
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
Argue: Collaborative, critical discourse
Share what you are doing

Listen to criticism, challenges and advice

Learn from marketing and CMI colleagues
Multi-sensory asset examples
Slide removed
Multi-sensory experience training
Video removed
SMARTER  ACCEPT CHALLENGE
FASTER   DO THE RIGHT THING
STRONGER DO IT TOGETHER
TRUSTED PARTNER
EXPERT
“THE COOLEST JOB TITLE EVER”
OVER TO YOU