Stan Knoops – IFF International Flavors & Fragrances
Global CI Director
129 Year History
$5 Billion Sales Revenue
13,000 Employees
Located in 37 Countries

Serving 162 Countries
150,000 Products
33,000 Customers
54 Years on NYSE
What we do

Pioneering sensorial experiences that move the world
What we do

• Taste – Flavor

• Smell – Fragrance

• Touch – Cosmetics
Innovation

Consumer Centric
LIKING ≠ WANTING

NOT AS OBVIOUS AS IT SEEMS
Liking – This is how we (still) do it

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<th>Disagree</th>
<th>Undecided</th>
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Liking

Liking on hedonic scale at time 1

Wanting

Increase in liking over time
Increase in volume used over time

The evolution of liking in real consumer context
The actual volume being used in real consumer context
Evolution of liking
Main findings - Overall Level

Best predictors of EVOLUTION OF LIKING are:

- Perception of right benefits (clean, fresh, care)
- Intensity of a fragrance
- Perceived complexity - « Unique quality» component
  Personality/Unforgettableness/Multiple layers
Wanting – perceived complexity

Clients
Technical Management
Marketing Labs SDM Perfumer
Next step to explore: Shapes and Complexity

“This lemon is too sour and **sharp**!”

“This wine has a **rounded** flavor with lots of complexity”

Sparkling water being associated with a sharp angular shape

Research Approach

Stage 1: Understand which shapes to use

Stage 2: Understand how to collect data using fragrances

Stage 3: Understand what shapes mean to fragrances
Which shapes were used?

How are the shapes grouped?

Irregular rounded shapes  ‘Catch Group’  Regular angular shapes

Method Details
• N = 100 consumers
• Age 18-65, no gender/age split targets
• Online card sorting methodology
• Hierarchical clustering + Ward’s criteria
Research Approach

Stage 1: Understand which shapes to use

Stage 2: Understand how to collect data using fragrances
Which fragrances to use?

Method Details
- N = 30
- Sorting methodology
- Hierarchical clustering + Ward’s criteria

© 2017 Property of IFF Inc. - Exploring fragrance broadness through the use of geometric shapes
From the 6 following shapes, please select which one best and least represents the fragrance you are currently evaluating.

Irregular rounded shapes
Regular angular shapes
‘Catch Group’

The exercise was repeated 20 times per person for each fragrance ingredient to understand repeatability across the group of shapes.
Research Approach

Stage 1: Understand which shapes to use

Stage 2: Understand how to collect data using fragrances

Stage 3: Understand what shapes mean to fragrance ingredients
Understanding complexity

Perfumer description

High complexity
Perfumer description
- Rounded
- Smooth
- Balanced
- Body
- Foundation for creation

Low complexity
Perfumer description
- Sharp
- Pungent
- No body or fragrance
- Thin

Untrained nose description

Best representing shapes
Irregular Rounded
‘Catch Group’
Regular Angular

High Complexity
Rose

Low Complexity
Violet Flower

© 2017 Property of IFF Inc. - Exploring fragrance broadness through the use of geometric shapes
By calculating the incidences of best / least association to each group of shape we can align on a broadness confidence level.
The evolution of liking in real consumer context

- Increase in liking over time
- Increase in volume used over time

Liking on hedonic scale at time 1

- The actual volume being used in real consumer context
With the Complexity Confidence rating we are able to better predict an increase in liking over time and better predict wanting.

Liking on hedonic scale at time 1

Increase in liking over time
Increase in volume used over time
- 30%

Increase win rate

Involve consumer early
Stan Knoops – IFF International Flavors & Fragrances
Global CI Director