



SAM Sensory and Marketing
International

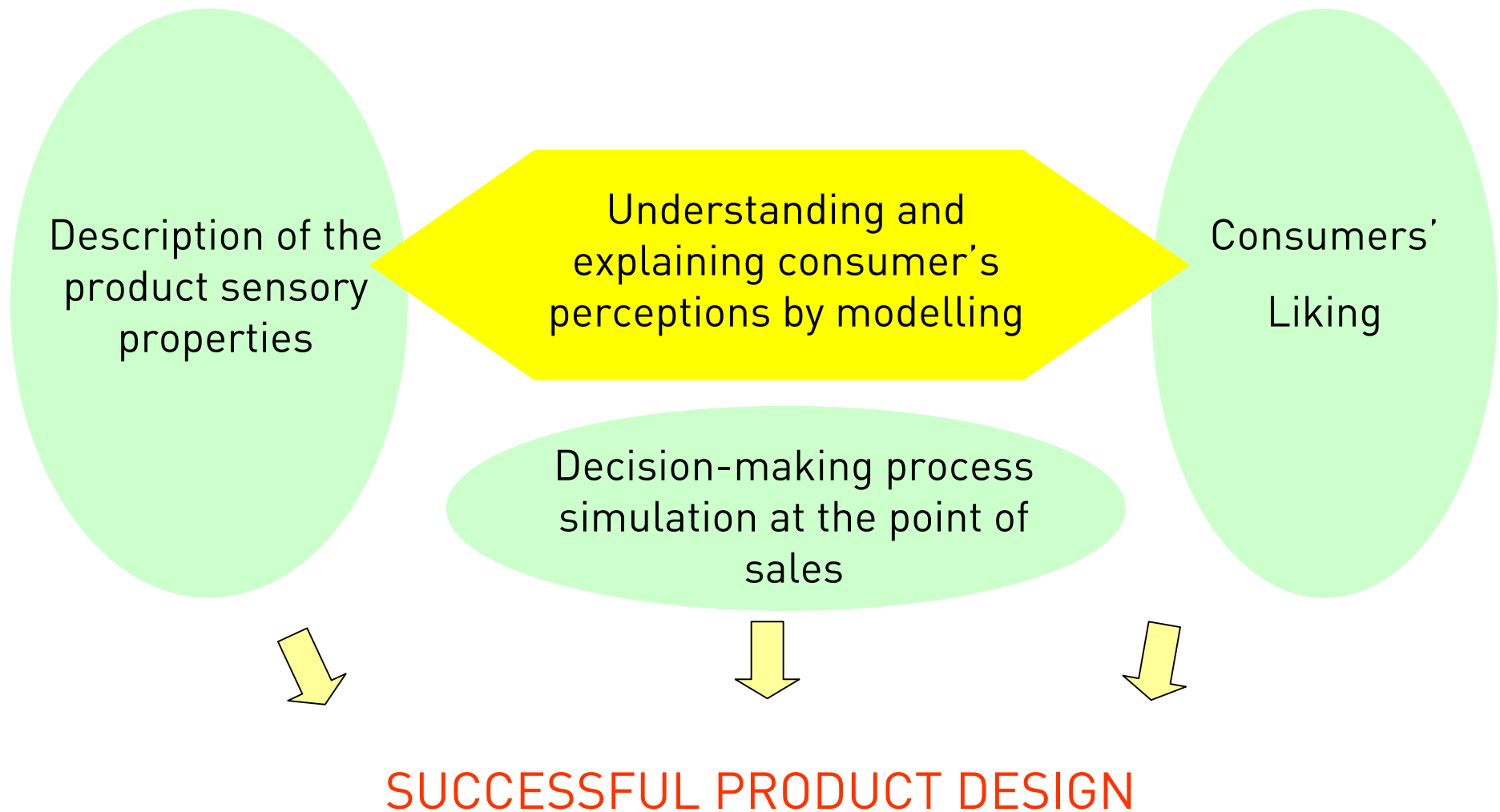
SAM Study | 646

**Marketing Mix Assessment:
A category review on yoghurt drink.
What's the best Marketing Mix?**

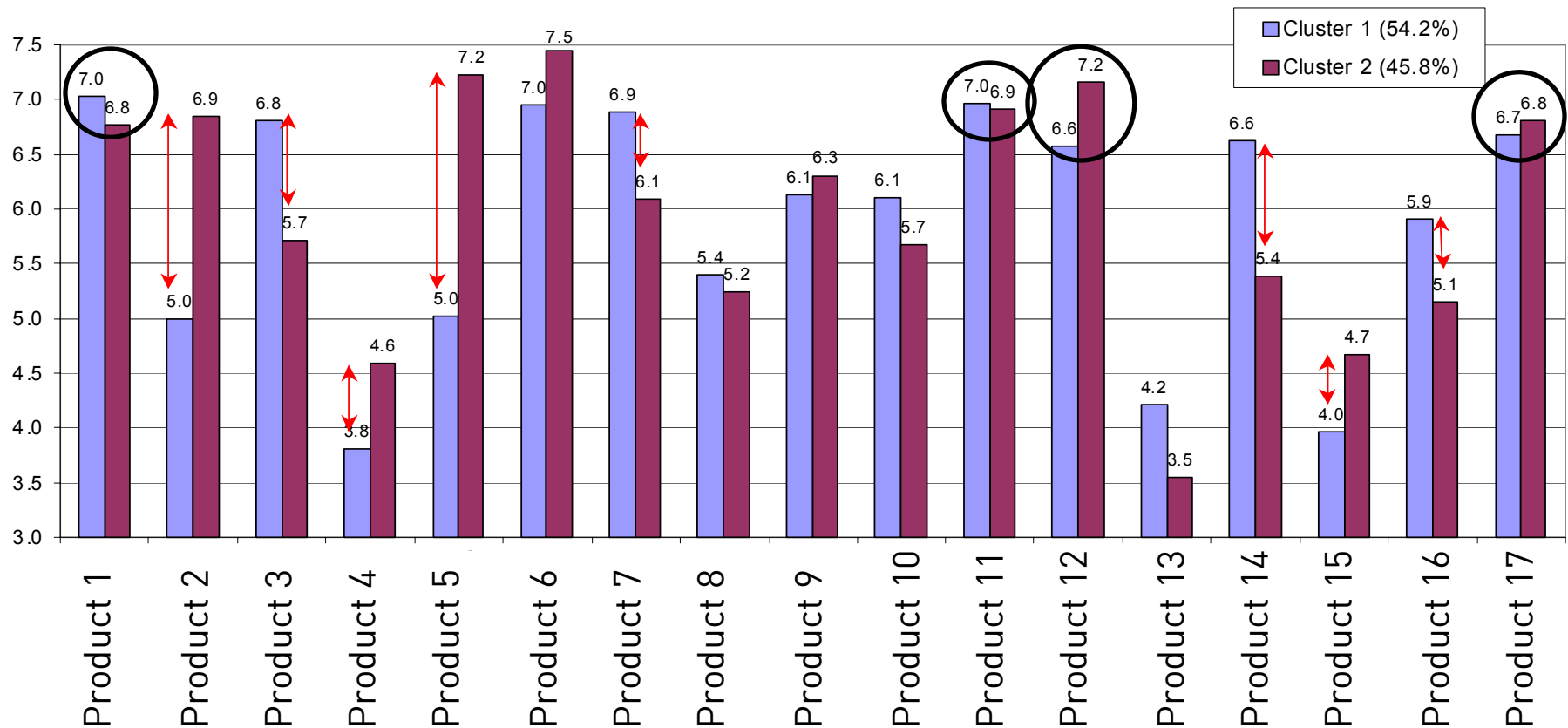
This study replied to the following questions:

- Which are the most liked yoghurt drinks?
- Which are the new business opportunities?
- What is the ideal product profile?
- How can products be optimized to maximize consumers' liking?
- How do marketing mix elements impact consumers' rational and emotional decision-making?

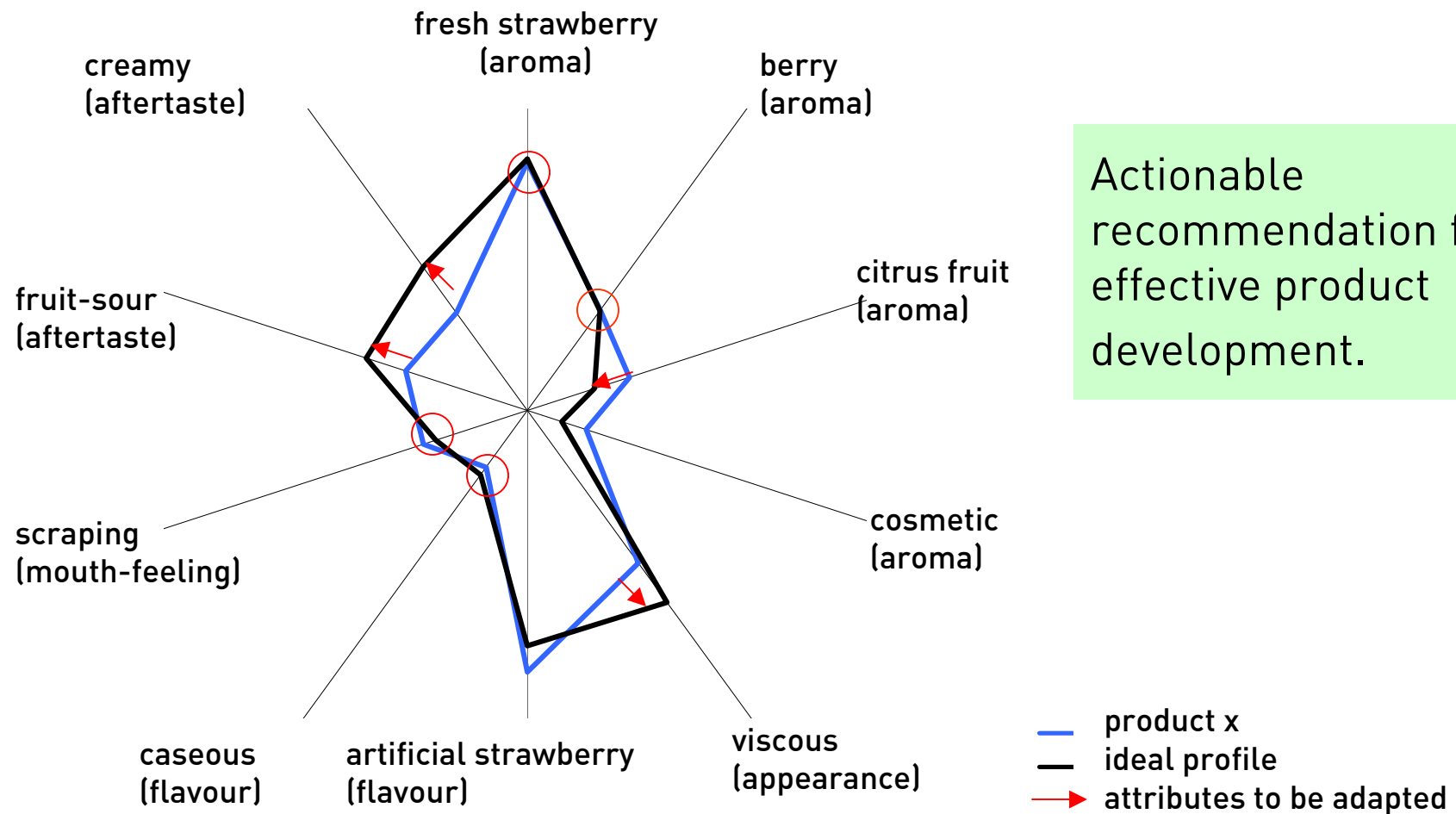
Successful product design



Clusters analysis shows new business opportunities



How to identify the drivers of consumers' liking and the ideal product profile maximizing their preference?



How does the yoghurt drink quality impact consumers' liking vs. fat content, product claim and packaging?

Fat content

0,1%
0,9%
1,5%
2,9%

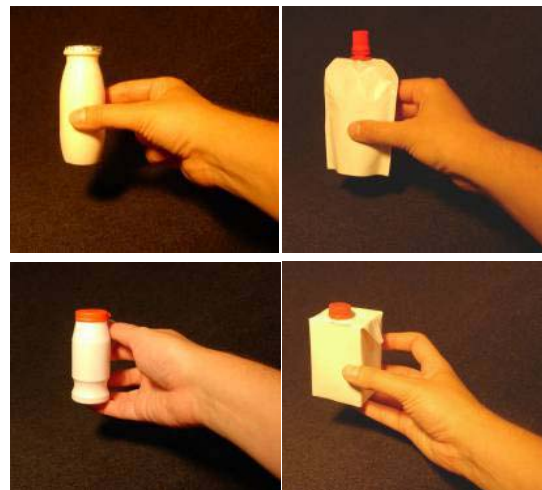
Product (blind)

Product 1
Product 2
Product 3
Product 4

Claim

no claim
„probiotic“
„sugar reduced“
„with butter milk“

Packaging



Decision-making process simulation by exposing the consumer to a real sensory experience in combination with different marketing mix scenarios...



The entire study contains detailed information about:

- sensory product profiles and ideal product profiles
- consumers' liking, cluster analysis and liking modeling
- market success strategies for new product entries
- the importance of each marketing-mix element for the market strategy

Please, contact us in case of interest for study presentation and more results:

SAM Sensory and Marketing
Switzerland AG
Albulastrasse 57
CH - 8048 Zürich
Phone: + 41 44 439 70 40
Fax: + 41 44 439 70 41
info@samresearch.com

SAM ASAP Sensory and Marketing
Germany GmbH
Drachenseestrasse 1
D - 81373 München
Phone: + 49 89 743 767 0
Fax: + 49 89 769 696 3
samger@samresearch.com

SAM Sensory and Marketing
Italy s.r.l.
Viale Monza, 270
I - 20128 Milano
Phone: + 39 02 27 00 70 19
Fax: + 39 02 27 00 10 97
infoit@samresearch.com

SAM Sensory and Marketing
France S.A.R.L.
16, rue Martel
75010 Paris - France
Phone: + 33 1 48 24 61 00
Fax: + 33 1 48 24 61 10
infofra@samresearch.com

SAM Sensory and Marketing
Spain S.L.
Aragón, 270, 03-01
E - 08007 Barcelona
Phone: + 34 93 467 64 60
Fax: + 34 93 467 64 61
infospain@samresearch.com

Other SAM studies available

Study no.	Purpose / object	Title
SAM Study 624	Product design orange juice	A category review on orange juice. What's the best Marketing Mix?
SAM Study 633	Potatoe chips case study	International category review on potatoe chips. Consumers' acceptance and chips optimization opportunities.
SAM Study 634	Branding and Innovation on ice tea	Innovation mapping for ice tea. Preferences and product developement opportunities for brands of peach ice tea.
SAM Study 641	European Product Profiles: Beer	Sensory profiling and mapping of the 60 most important European beer brands.
SAM Study 644	Vanilla ice cream case study	Category review. Brand impact measurement and cluster identification to reveal market potential.
SAM Study 645	Jeans case study	Understanding consumers' rational and emotional perceptions for product design and marketing.
SAM Study 646	Marketing Mix Assessment	A category review on yoghurt drink. What's the best Marketing Mix?
SAM Study 647	Skin care case study	Understanding users' liking and product effectiveness for successful market positioning.
SAM Study 648	European Product Profile: Red wine	Sensory profiling and mapping of the 60 most important European red wine brands.
SAM Study 649	Computer mouse design	Importance of ergonomics for consumer satisfaction.
SAM Study 650	German beers: "Pils" and "Mild"	Category review. Sensorial positioning, consumers' acceptance blind and branded in Nielsen regions.
SAM Study 651	Marketing Mix Assessment	Estimate new sweetening systems potentialities and benefit claims' opportunities in orange lemonade.
SAM Study 652	Packaging design	Aesthetics, ergonomics and handlings of milk packaging