



SAM Sensory and Marketing  
International

**SAM Study | 651**

**Marketing Mix Assessment:  
Estimate new sweetening systems  
potentialities and benefit claims' opportunities**

## This study replied to the following questions:

- Can alternative sweeteners compete effectively vs. sugar?
- How to evaluate strengths and weaknesses of a new marketing mix?
- How to claim effectively product benefits?
- Is there a different sensorial preference for consumers looking for calorie reduction in their nutrition?
- How do consumers compromise facing calorie reduced orange lemonade?
- Which are the new business opportunities for a line extension or product substitution?
- How to measure the impact on market shares?

# What's the best marketing mix?

## Three brands on three price levels



0,26 €

0,36 €

0,46 €



0,76 €

0,86 €

0,96 €



0,46 €

0,56 €

0,66 €

## Four products with different sweetening systems

- 100% Sugar
- 67% Sugar
- New Sweetener
- Conventional Sweetener Mixture

## Three different labels of calorie reduction for each brand



Not mentioning  
calorie reduction



Mentioning with  
a small label

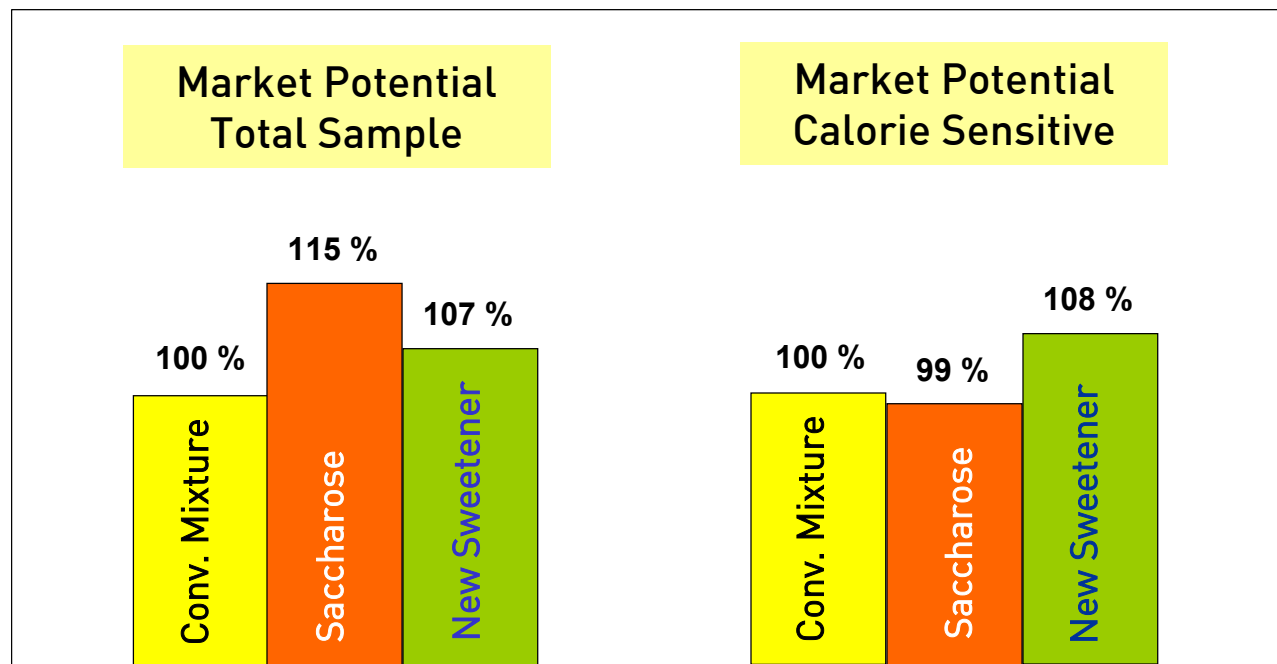


Mentioning with  
a big label

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

# What's the “utility value” of each sweetener...

Detail of the outcome for regional brand: Market potential



## Calorie Sensitive Cluster:

New Sweetener shows higher market potential than all other Sweeteners.

Saccharose is losing its sensorial leader position.



# The entire study contains detailed information about:

- the best sweetening systems in regard of consumers' habits
- the best sugar alternative
- the most successful communication for product benefits
- branding and pricing strategy
- the importance of each marketing-mix element for the market strategy

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

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## 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