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TetraClass Modelling:

Does it deliver more than Penalty Analysis? Get more out of your Data!

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Results

Ultimately, the intrinsic product-related items must be handled differently than extrinsic brand / packaging items, as the example shows: the intensity of chocolate aroma in contrast to the attractiveness of a claim. If chocolate taste is not of the desired intensity, it can be adapted by increasing or decreasing the intensity: here, **penalty analysis gives the relevant information**. However, if the claim is not attractive for the related consumer segment, it must be replaced. Here, **TetraClass analysis is much more useful as it reveals how well a new claim will perform**.

Conclusion:

Incorporating both approaches into the analysis of data contributes significantly to more specific and actionable results for Marketing and R&D departments – with almost no further investment.

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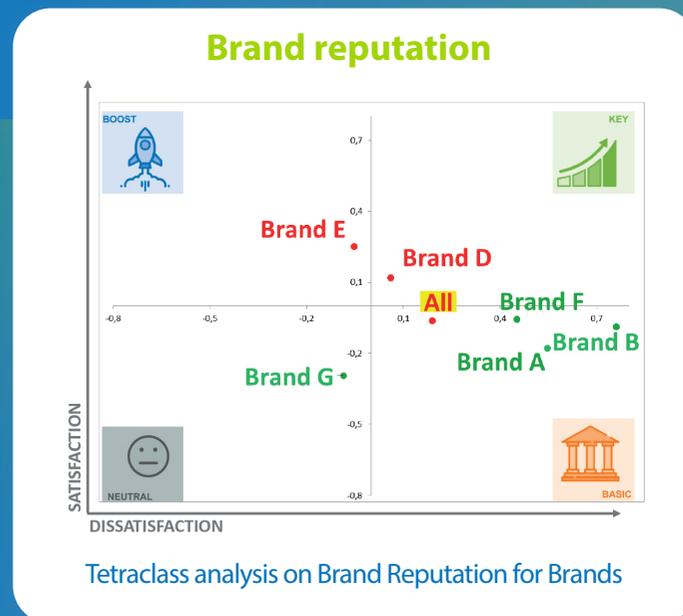
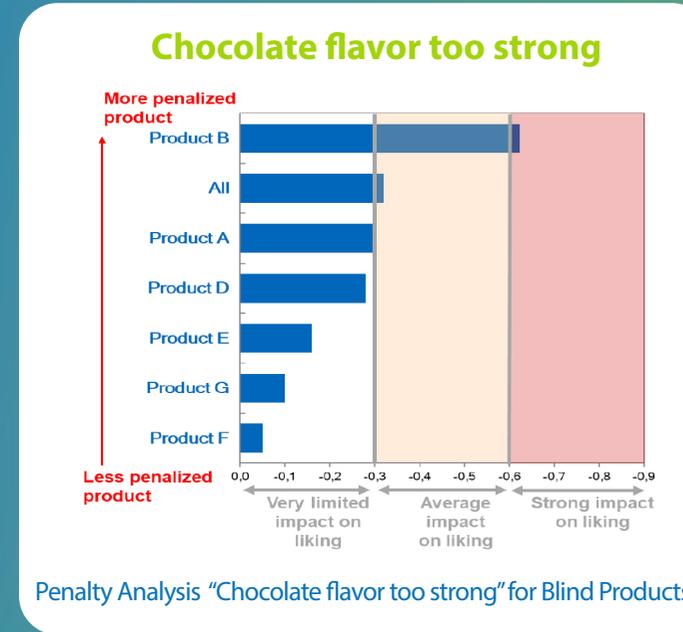
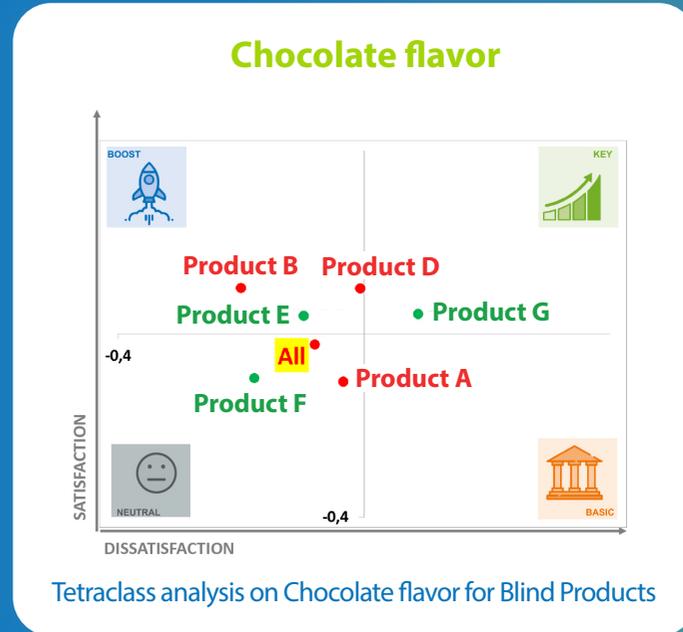
Background & Rationale:

The **TetraClass** model allows us to classify the function of a specific characteristic into one of the four classifications: **neutral, boost, basic** or **key**, delivering deeper insights into the status of each item and the position of a brand and its product within the competitive environment.

Penalty Analysis calculates the impact of each product's item-based weaknesses on the Overall Liking, giving a quantitative indication of how to modify a JAR criterion to improve the product. To a certain extent, both approaches address the same topic.

However, Penalty Analysis does not specify whether an item is a neutral, basic, boost or key criteria, whereas TetraClass does not provide information on the level of intensity considered for modification.

Integrating TetraClass modelling into data-analysis becomes even more important when looking at **cluster analysis and brand preference segmentation**. Here, the approach reveals the dynamic of importance of each critical item for the related consumer segment we are looking at. As such, it allows for better R&D and Marketing support, by determining how an item should be modified / adapted, if necessary.



Boost Criteria:

- High positive impact on value when satisfying
- Low impact on value when dissatisfying

Key Criteria:

- High positive impact on value when satisfying
- High negative impact on value when dissatisfying

Neutral Criteria:

- Low impact on value either when satisfying or dissatisfying

Basic Criteria:

- High negative impact on value when dissatisfying
- Low impact on value when satisfying