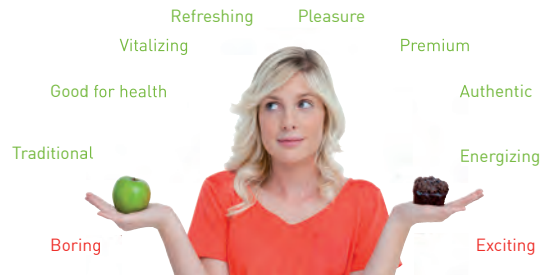


Perception & Emotion mapping

A powerful tool to get a quantitative understanding of consumer product perception

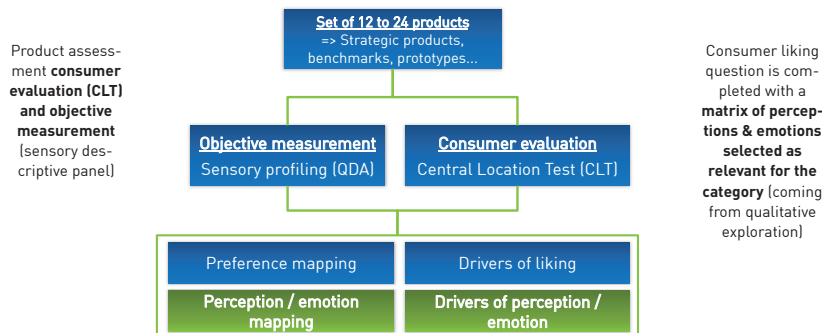
Objectives

- Is the perception of a product (benefits, positioning, emotions ...) linked to consumer liking or to specific product characteristics?
- Which products best match your positioning strategy in terms of consumer perception and/or emotion ?
- What is the most impacting wording for a sensory based communication?
- How to ensure that consumers product experience is in line with your concept and claiming?
- What are the sensory drivers of relevant perceptions & emotions?



Solution

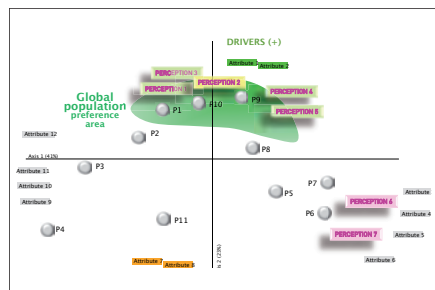
Combining hedonic with sensory data to model both consumer's liking AND perceptions/emotions



Results

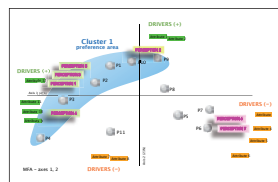
Sensory based communication

Sensory based communication is a key factor to prompt consumer purchase. It helps differentiating products from competition and it directly targets the likers.

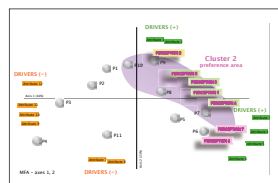


In order to screen the best wording, this mapping helps understanding how much perceptions/emotions are linked to a sensory characteristic :

- Perceptions/emotions with **green label** are strongly correlated to liking, mainly because of the positive semantic connotation.
- These perceptions/emotions linked to liking are not useful to differentiate your product
- Perceptions/emotions with **pink label** are correlated to specific sensory characteristics, which can be positive or negative liking drivers according to the cluster.
- These perceptions/emotions are specific but not always positive
- Perceptions/emotions with **yellow label** are correlated to specific sensory characteristics that are **positive drivers of liking**, whatever the cluster
- Such perceptions/emotions are **ideal for communication purpose**.



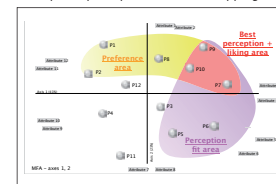
Example of perception mappings: 7 tested perceptions are shown onto preference mappings additionally to liking data, for global population and for 2 clusters of liking.



Accurate product development

Perception/emotion mapping is a valuable tool to support the development of products. It ensures that product experience is fitting the perceptions & emotions used in your communication & advertising

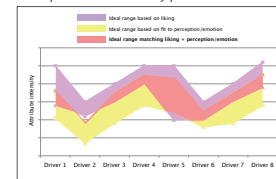
Example of perception/emotion mapping



Perception / Emotion mapping

In order to target both sensory area of product liking AND sensory area of emotion fit, perception/emotion mapping is combined with a preference mapping.

Example of Ideal sensory profile



Perception / Emotion Modeling

The ideal product can be achieved through:

- Identification of the sensory drivers of liking
- Identification of the sensory drivers of targeted perception/emotion
- Definition of the best sensory profile maximizing both liking and fit to perception/emotion.

Conclusion

- Perception & Emotion mapping is a relevant tool to complete a classical preference mapping approach.
- Perception & Emotion mapping ensures coincidence of product and concept from the early stages of development.