SAM Sensory and Marketing International

BDF Beiersdorf

The SAM Pre-Mapping Tool

Efficient rapid profiling for fast and reliable sensory screening of a high number of products

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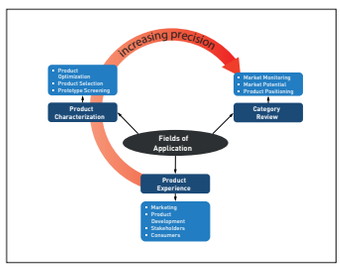
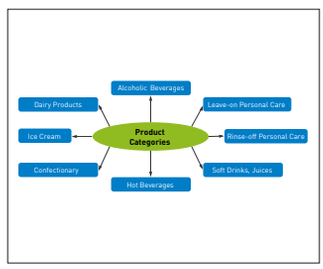
Objectives

- How can stakeholders experience an entire product category in a systematic way?
- What is the sensory space of a product category?
- How can product developers screen a large number of products in a reliable way?
- How can sensory differences of products be easily visualized?
- Which products are similar, which are different?
- Which products should be included in further research (Product Optimization)?

Fields of Application



Product Categories



Solution

SAM Pre-Mapping Methodology

Step 1 Pre-Evaluation

Step 2 Setup - Data Collection - Instant Mapping

Pre-Evaluation of Category

Selection of Attributes

Positioning of Attributes

Panel (N=8–15)
- Trained (descriptive)
- Untrained (stakeholders)
- Consumers

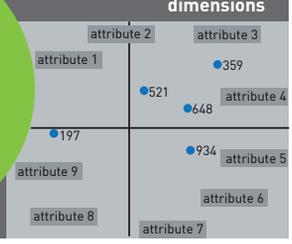
Selected number of attributes (8–12)

Products: Entire category, different markets

2-3 attribute votes per panelist and product

2-3 products per round

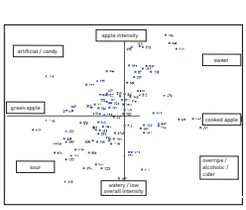
Orientation of Attributes & Products in different dimensions



The experience with SAM Pre-Mapping is based on a wide range of very different product categories within the last 25 years.

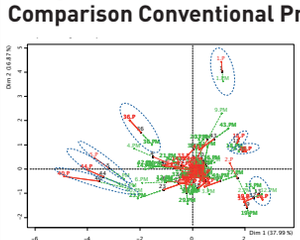
Results

Example 1: Apple Spritzer Product Characterization

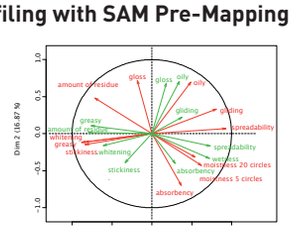


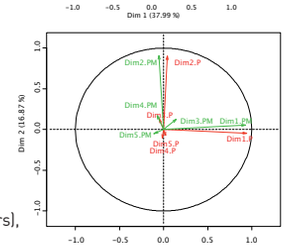
- 13 participants, 1 session leader
- 90 products in 1 day
- Selection of 18 relevant products

Example 2: Leave-On Personal Care Category Review
Comparison Conventional Profiling with SAM Pre-Mapping



- Screening of 48 products with SAM Pre-Mapping
- Time requirements:
  - Conventional profiling
    5 weeks, 2 sessions per week, 10-12 panelists, 37 attributes, comprehensive descriptive procedure
  - SAM Pre-Mapping
    1 day (6 hours), 10 attributes, 14 participants (panelists & stakeholders), abridged descriptive procedures





Multiple Factor Analysis (MFA) shows high correlations between Panel data (red color) and Pre-Mapping data (green color) in terms of both attributes and dimensions.

P = Conventional Profiling
PM = SAM Pre-Mapping

Conclusion

SAM Pre-Mapping Key Success Factors

→ Screening
- Screening of small up to very large number of products
- very flexible & meets different objectives
- for any kind of respondents, familiar or not with sensory science

→ Usability
- Usage of the tool with a descriptive panel setup increases accuracy and enables professional screening of a large number of products
- Pre-Mapping is accurate enough to identify market potential

→ Repeatability
- Repeatable positioning in a sensory map over time
- session-independent

→ Analysis
Easy data analysis – no complex statistics required

→ Cost Saving
- facilitates product development work before the field test phase
- increases test efficiency and allows significant cost savings

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SAM - makes sense.