

# The SAM Pre-Mapping Tool

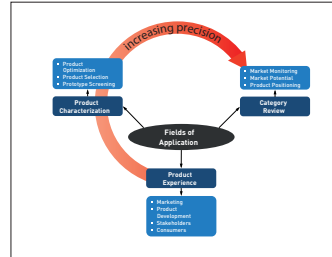
Efficient rapid profiling for fast and reliable sensory screening of a high number of products

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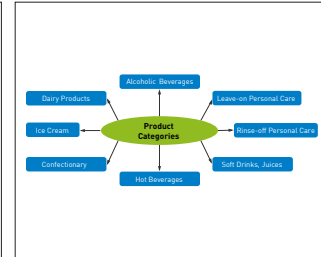
## Objectives

- 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

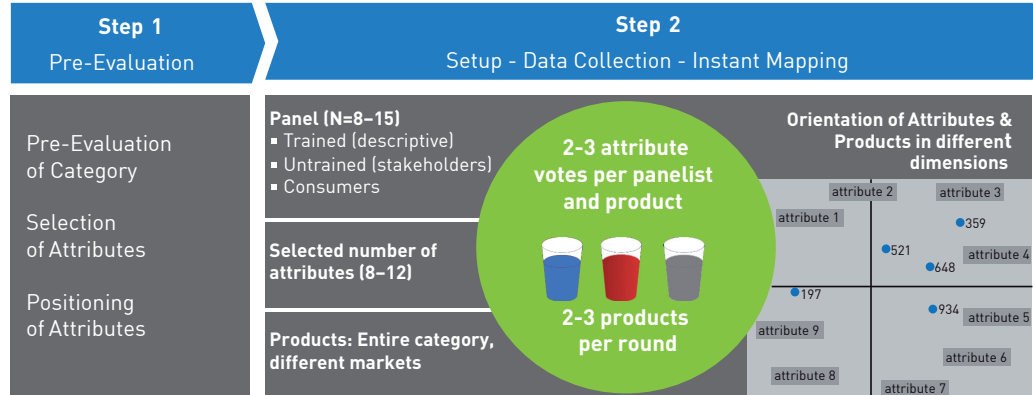


## Product Categories



## Solution

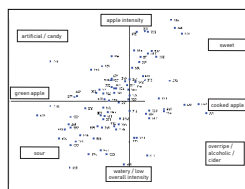
### SAM Pre-Mapping Methodology



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

## Results

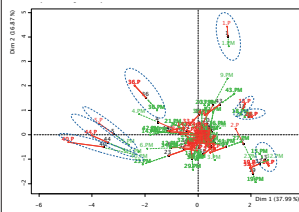
### Example 1: Apple Spritzer Product Characterization



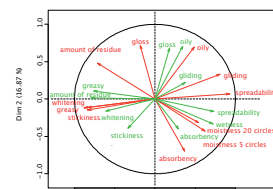
- 13 participants, 1 session leader
- 90 products in 1 day
- Selection of 18 relevant products

### Example 2: Leave-On Personal Care Category Review

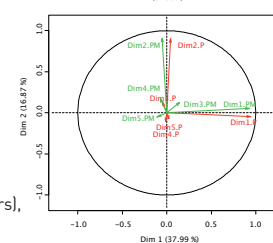
#### Comparison Conventional Profiling with SAM Pre-Mapping



- 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