

# SAM Success Mapping

Manfredi, Paolo<sup>1)</sup>, Tronconi, Ivan<sup>1)</sup>, Kern, Martin<sup>2)</sup>  
 SAM Sensory and Marketing International  
<sup>1)</sup>Viale Monza, 270, I-20128 Milano, Italy  
<sup>2)</sup>Oetztaler Strasse 1, D-81373 Munich, Germany

understanding drivers of market-success based on products' sensory characteristics

## Objectives

Descriptive methods and market sales data are commonly used for separate purposes by different departments of companies. Linking both data sets to further developed information can create synergistic effects and enable added value on existing data and, in addition, create a communication bridge between Marketing and R&D. The new tool in this respect is called "Success Mapping".

The scope of this approach is:

- To create an understandable and cross-department tool suitable for any stakeholder
- To pursue an easy and quick way to take a "picture" of the real market category in terms of sensory and sales
- To cover the client's need for an inexpensive method that allows measurement of prototypes' market-potential
- To give rough and quick feedback for a roadmap to modify prototypes

## Solution

The procedure for conducting "Success-Mapping" is straight forward following the rules of classical preference mapping. The output is simple to understand and suitable for any stakeholder. Sales volume areas are overlaid into the basic sensory-map, refining and

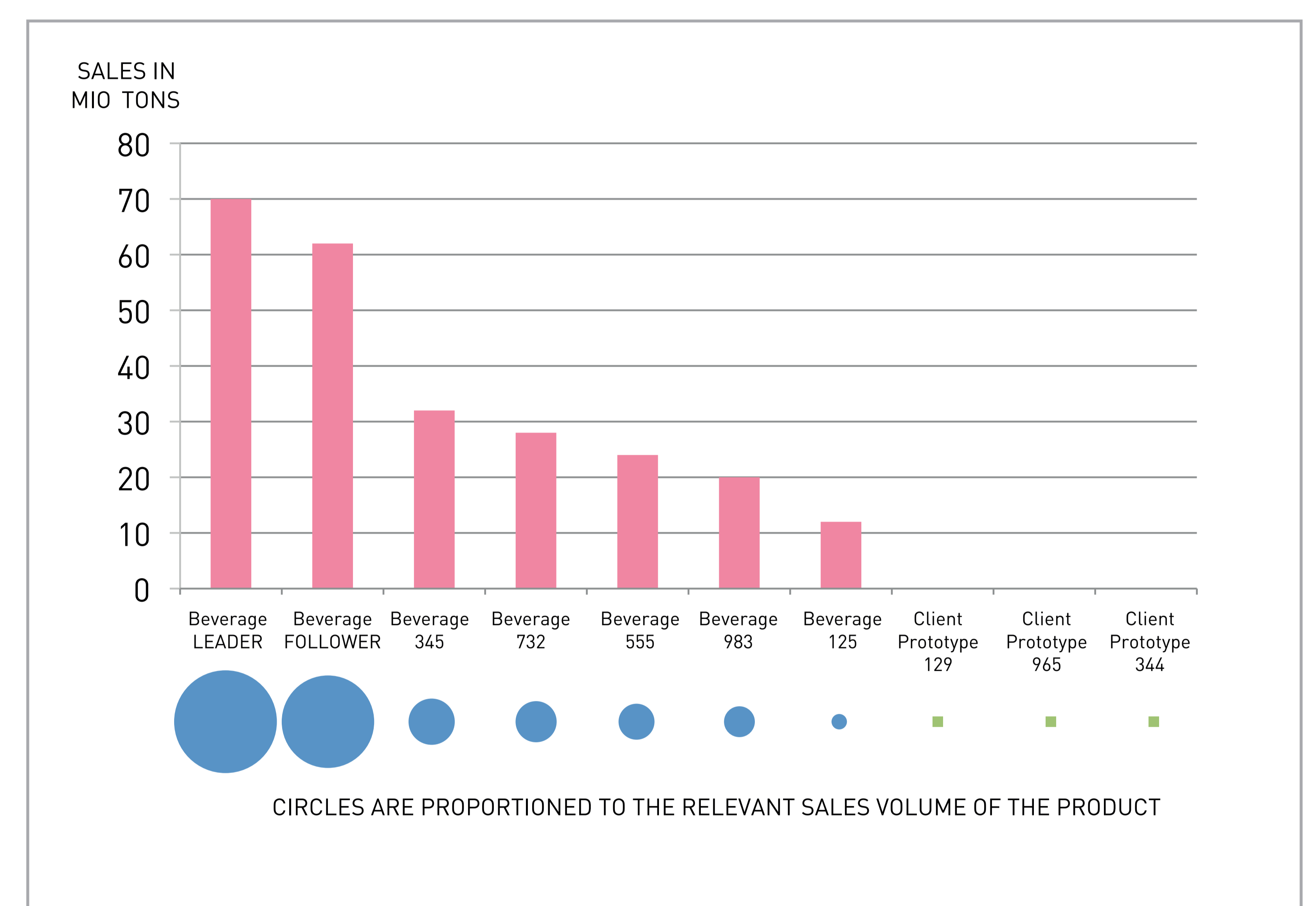
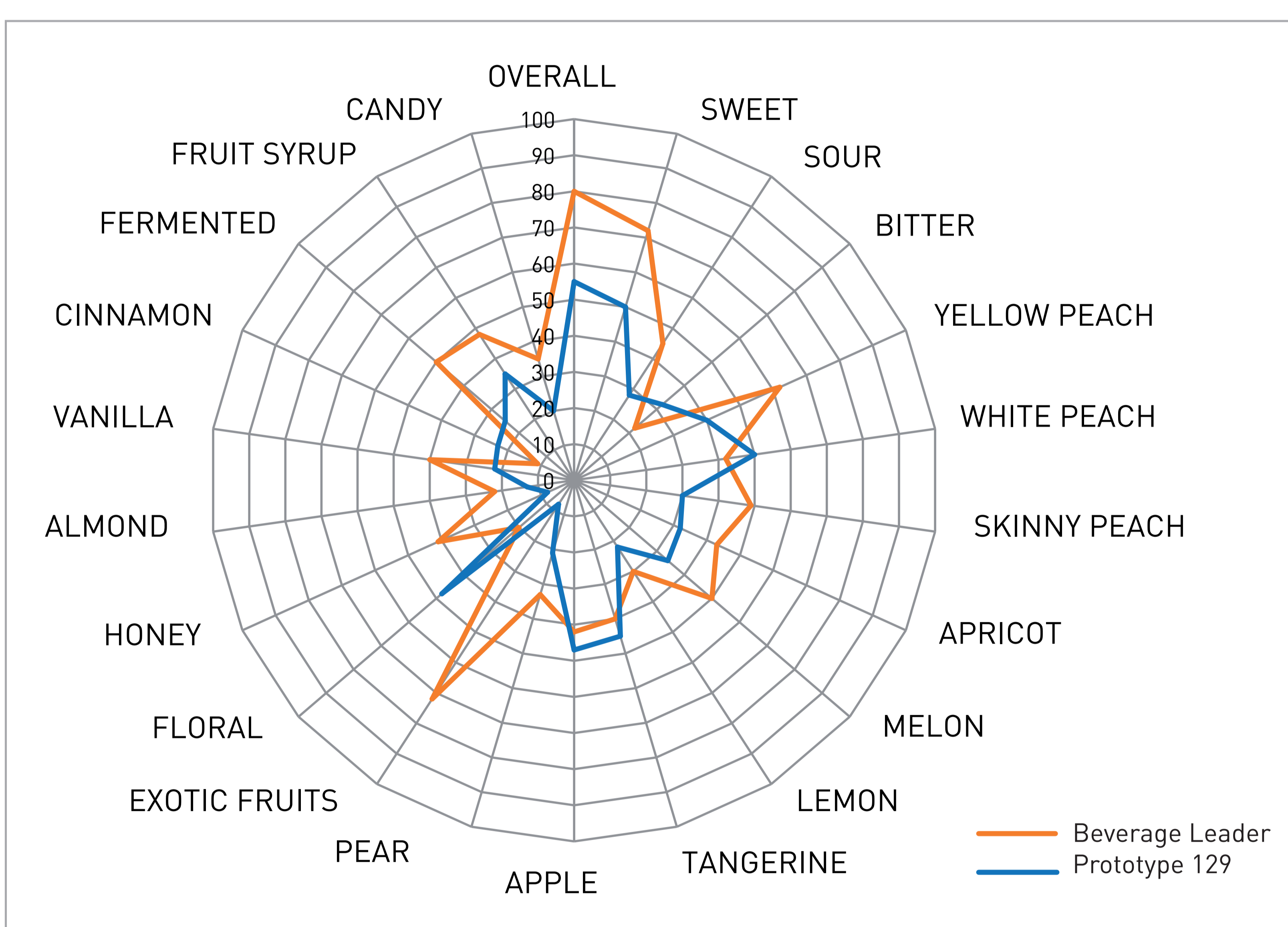
narrowing down the results in combination with market-data, finally revealing more predictive areas of opportunity and limitation. Linking market sales data and sensory product perceptions is an easy way for strategic positioning.

### Sensory profiling

- 12-14 trained panelists
- Product profiling (QDA)
- Computing of Sensory Mapping for product positioning

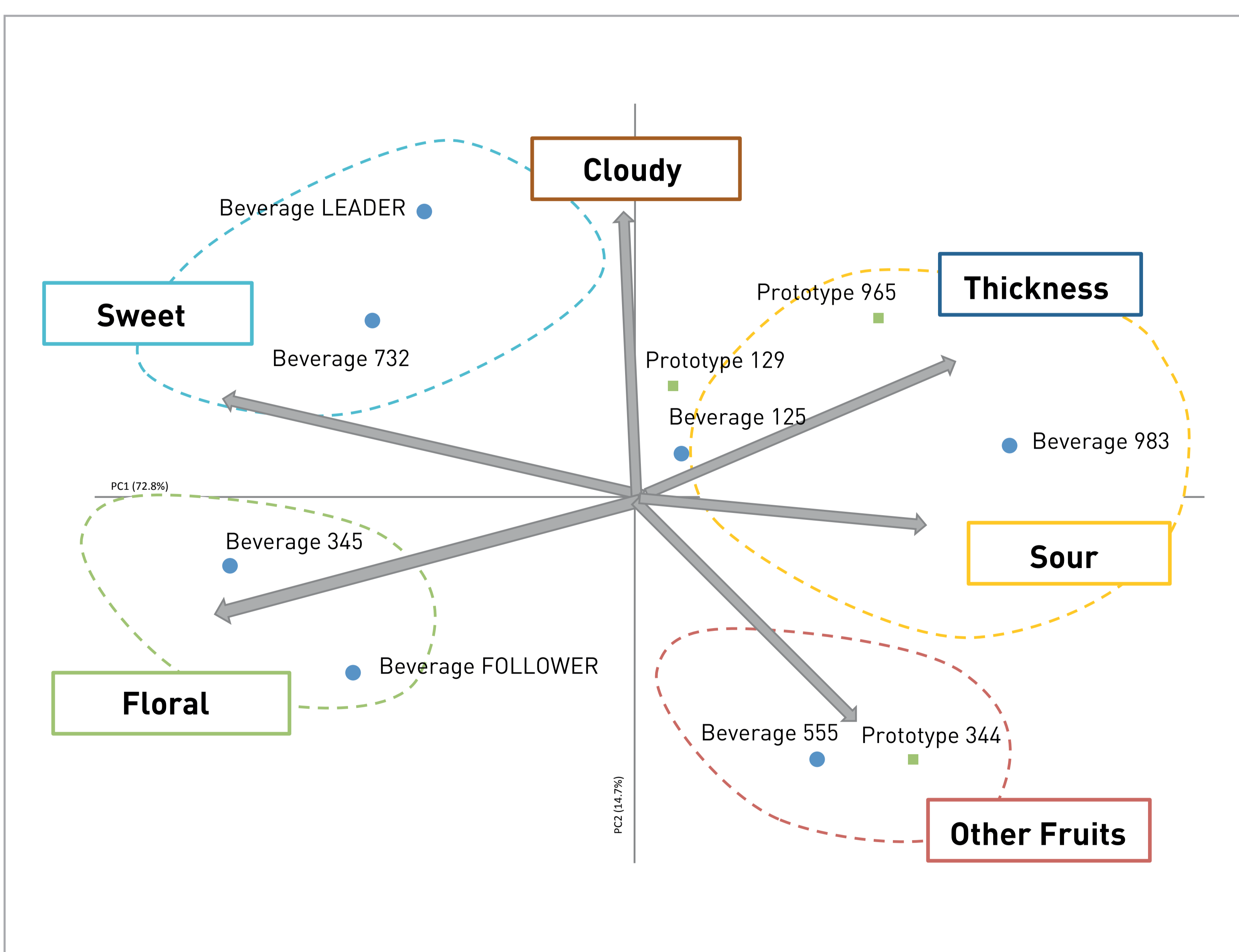
### Sensory volumes

- Sales volume data
- Market share
- Concepts
- Other sales data



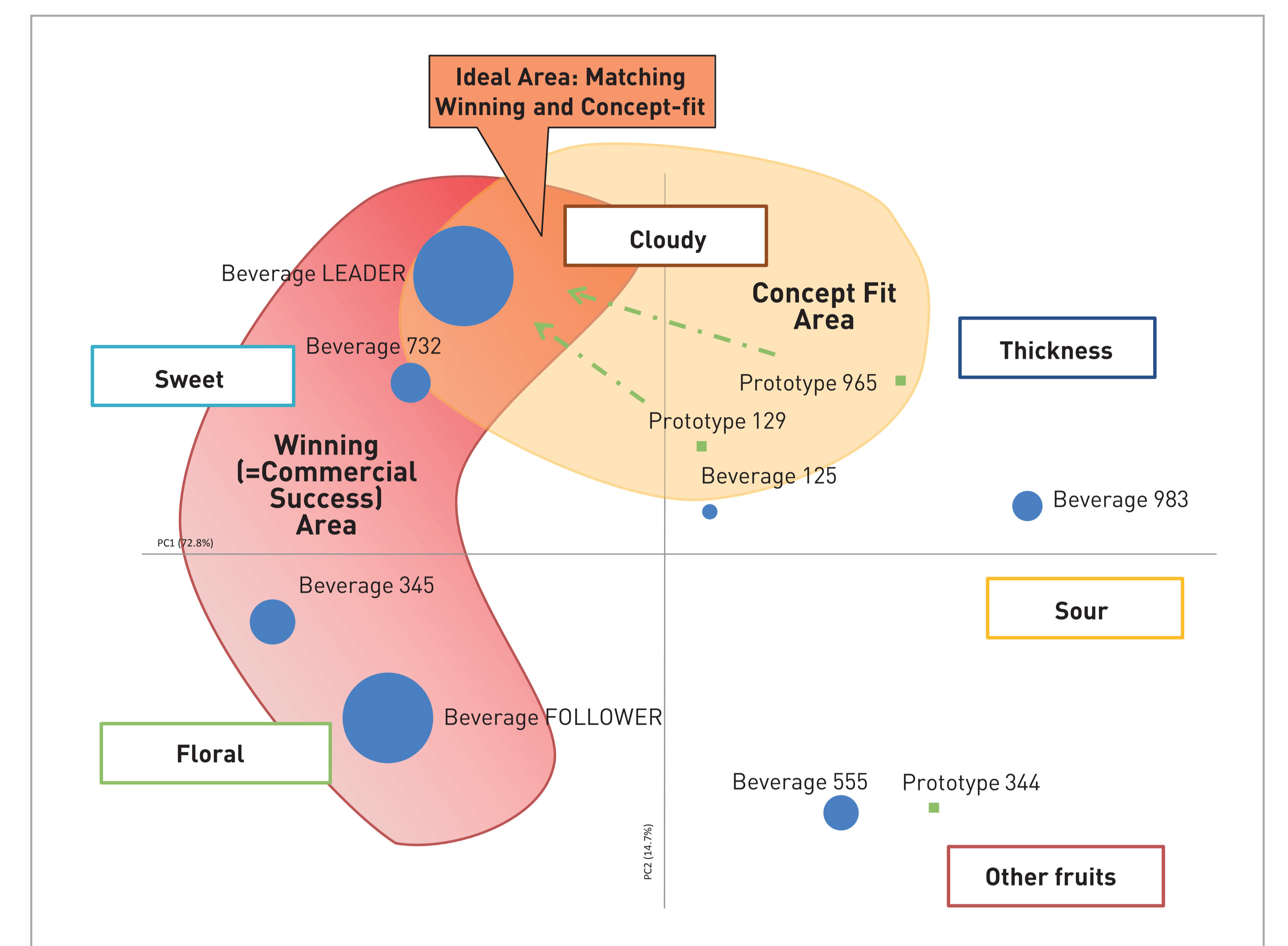
## Results

### Sensory mapping



As result of sensory profiling, the sensory mapping shows the exact positioning of the selected relevant category products and prototypes.

### Success mapping



Considering the sales volumes added by the marketing concept objective, the success mapping shows the roadmap to the winning area.

## Conclusion

The tool is recommended for implementation as a basis of a solid and predictive market observation, offering a robust base for success-oriented product-strategy (reformulation, repositioning, strategy review, etc.) and as a replacement of the classical category appraisal. SAM Success-Mapping is a multidisciplinary tool that creates strong synergies between the Marketing, R&D and Sales departments.

The follow-up of this method could be a sensory focus group with a quick profiling in parallel to speed-up the prototype development, then a completing product test for the final go-decision of the formula.