

SAM's Preference Pinwheel

Transformation of Consumer Needs and Desires into Visual Communication

ALEX Thomas, CADIOU Hadrien, GAUTREAU Olivier, KERN Martin, MANFREDI Paolo

Background

Most marketing teams have been striving to find an answer to these very questions:

- How do we grasp any given range of products fully and completely at first sight?
- How do we ensure that a graphical visualization represents the full range of consumer associations and perceptions?
- How do we apply consumer associations and perceptions to product design?

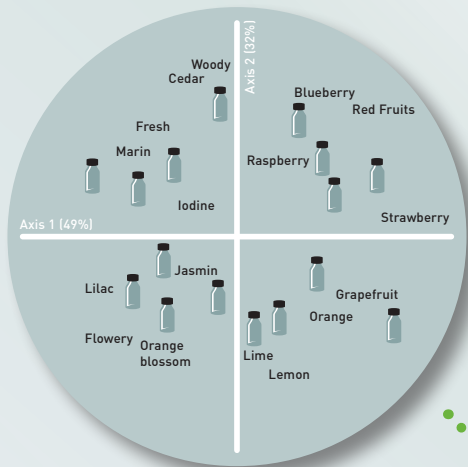
SAM's Preference Pinwheel creates a visual representation of your product range, inspired by consumer perceptions answering these very questions.

The Preference Pinwheel Approach

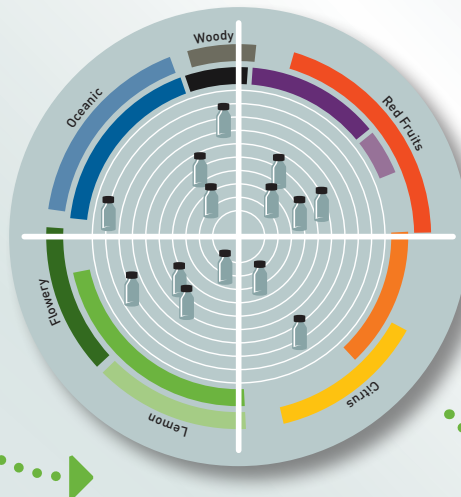
This consumer-based method is built on 4 key-questions: overall liking, intensity, flavor perception and color fit.

A Sensory Mapping is first generated summarizing the product similarities and sensory perceptions. This mapping is used as the basis for a complete representation of the product set taking into account color fit, flavor perception and intensity (distance from the center). A subsequent creation of the final Preference Pinwheel delivers the most accurate representation of the product portfolio and its color composition from a consumers' point of view

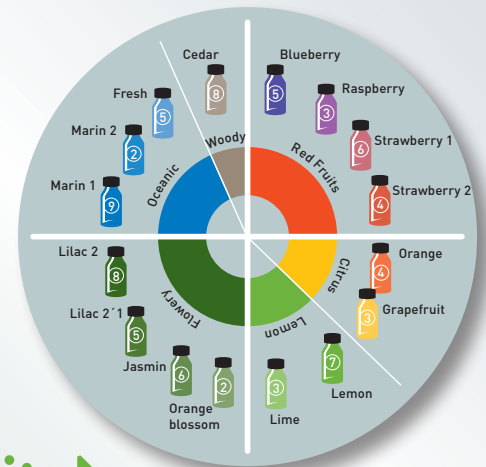
Investigate Product Perception



Consider Color Fit and Flavor Intensity



Create the Consumer-based Communication Tool



- Additionally, the collected data allows the performance of a TURF analysis.
- Such an analysis enables the identification of the **best combination of flavors within a range with the target of maximizing consumer reach within a selected market.**
- In doing so the approach ensures both **understanding and satisfying of consumers' needs and desires**, giving the consumer exactly what he / she wants.



Consumer reach: 41% 50% 58% 63% 67% 70%

Benefits

Preference Pinwheel is a strategic communication tool fully resonating the consumers' point of view without any prior assumption. It is a direct reflection

of their individual insights and perception. Give the consumer what he wants and he cannot help but like it.

