

Put the 'S' Factor into Marketing

A full day workshop for marketers/market researchers and product developers. The goal is to broaden the awareness of the use of the senses, and realise the opportunities sensory evaluation offers for product and brand development of consumer goods.

We combine the latest thinking on the subject with practical work, and creative sessions to make the day fun and embed learning. The workshop programme will be specifically tailored to your sector and product range.



The Benefit

At the end of the day delegates should have a better understanding of the sensory benefits of products, and have begun to think about alternative and creative ways in which these benefits can be exploited to aid their marketing strategies.

The course is run by two experienced sensory and consumer guidance professionals who between them have worked with a wide range of companies across both food and non-food sectors. They provide an integrated understanding of the scientific, statistical, technical, and marketing perspectives backed with sound practical experience.



The Cost

We can run the course on-site or off, which ever best suits your situation.

On-site: £3,500 + plus facilitators' travel and accommodation expenses + VAT.

Off-site: £4,200 + plus facilitators' travel and accommodation expenses + VAT.

Number of delegates: Up to 10 maximum

The day will focus on three main areas:

The Product

- What's it like? Journey around Appearance, Smell, Texture, Odour, Flavour, & Sound
- What attributes stand out and why? How do elements of the product interact?
- Which are important to consumers?
- Which attributes vary and why? How does our product compare to the competitors?
- How do we measure this and use this information?
- Introduction to descriptive/mapping techniques.

The Context

- What is the effect of branding, packaging, point of sale, etc. on the perception of the product?
- What is expectation and how does it work?
- How are products used and how does this affect the perception of them?
- How do we measure/understand and use this type of information?

The Consumer

- What are the effects of emotions and culture on perception of the product and its attributes? What are the links between physical properties, motivation and choice?
- What message is the brand giving and how does the product link into that?
- How do we measure and understand emotions?
- Which product attributes are most important in cueing emotional response?
- Exploration of some novel techniques/concepts in this area.

For further information please contact either Carol (Tel: 01603 880713) or Margaret (Tel: 01242 506311).

The Facilitators

Margaret Everitt
BSc., MIFST



- ◆ Margaret has practical and managerial experience from working in product development and quality assurance functions in both food and non-food industries for over 27 years.
- ◆ Her commitment specifically in the application of consumer and sensory science began in 1985, whilst studying for a BSc in Applied Consumer Sciences.
- ◆ Since graduating, she has developed and managed sensory operations for Walkers Snack Foods and SmithKline Beecham Consumer Brands (now Glaxo Smithkline). As Deputy Head of Consumer & Sensory Sciences at Campden & Chorleywood Food RA, she was responsible for contract business development, including sensory services, market research, market intelligence and sensory training programmes.
- ◆ Whilst working as Director of Consumer & Sensory services at Sensory Dimensions, an independent research agency she broadened her knowledge of non-food applications.
- ◆ In 2007 she started her own consultancy in consumer research and product guidance.
- ◆ She is a regular speaker at National and International sensory science, product development and marketing conferences.
- ◆ She is a member of the Institute of Food Science and Technology and is immediate past Chair of their Professional Food Sensory Group; and a member of The Market Research Society.
- ◆ In October 1999, she became the first recipient to be awarded the SCI's Certificate of Achievement for significant contribution in the application of Consumer and Sensory Research.

Carol Raithatha
BS, MS, MBA, FIFST



- ◆ Carol has commercial, academic and consultancy experience in the areas of sensory and consumer research. The majority of her experience is within in the food chain, although recently she has been involved in projects on a wider range of consumer goods.
- ◆ Her educational background includes food science and technology, psychophysics, management and market research.
- ◆ Carol worked as the Team Leader of the Sensory, Analytical and Storage services group at the British Sugar Technical Centre for eight years. Following that she gained experience in consumer research as Associate Director at Good Sense Research. Carol has been an independent consultant since 2002.
- ◆ Her consultancy projects range from concept development to quality issues and management systems. She uses a range of sensory and consumer research techniques, as well as applying current management and organisational models.
- ◆ Carol is a Fellow of the Institute of Food Science and Technology and a Committee Member of the Professional Food Sensory Group. She is also a Committee member of the Society of Chemical Industry, Consumer and Sensory Research Group. She was a member of the BSI sensory evaluation committee between 2001 and 2007.
- ◆ She is also a member of the Institute of Management Consultants and the Chartered Management Institute. She is an Associate Member of the Market Research Society, and a member of the Association for Qualitative Research.
- ◆ Carol has experience in a range of cultures and speaks fluent French and Italian.