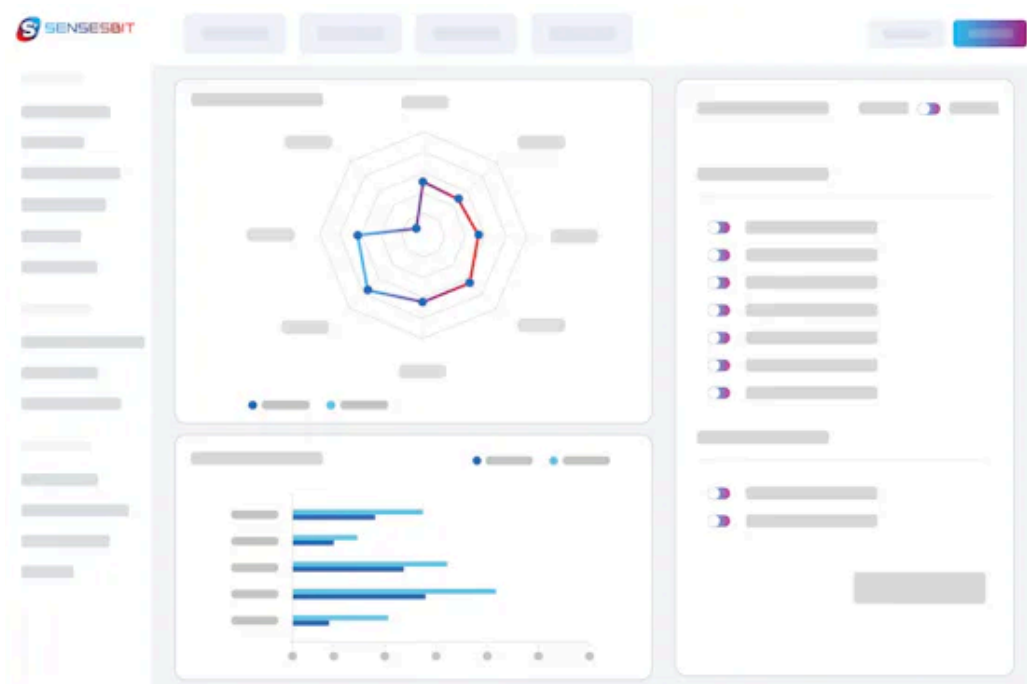SENSORY PLAYBOOKS

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When it comes time to sell my product in a new country, I am faced with a number of difficult questions to answer:

Will my product be liked in the new market?

How do I adapt my product to succeed among the new consumers?

What are the competitors like in the new market?

1st — Benchmarking

Goal: How much do people like us compared to our competitors?

Methodology: Acceptance scales from 1 to 9, for attributes such as overall assessment, appearance, smell, texture and taste, depending on the product.

Results: We will know how our sample compares to our competitors. Are we up to the task? What price range can we move in?

2nd — Just about right

Goal: Adapting our product to be number 1 on the market

Methodology: JAR-type questions. Is the product above, below or at the right point for each attribute?

Results: It allows us to modify the intensity of the main attributes to maximise acceptance.

3rd — Check all that apply

Goal: How is our product perceived?

Methodology: Check all that apply, the consumer selects from a list of terms that they associate with each product. These can be sensory or other terms, for example: Is our product perceived as traditional or modern, is it seen as something special or as an everyday product?

Results: This information changes from market to market and will allow us to adapt our communication, packaging or design.

4th — Usability

Goal: How will our product be used? Where? With what food?

Methodology: Single-choice, multiple-choice and text questions.

Results: The information obtained should influence the development of the product. For example, a culture in which all other products are very sour will affect how the sensory perception of our product is perceived.

It is not a question of liking it, but of it meeting expectations in the new context.

Launching products in a new market is a complex process full of uncertainties. With these tools we can make risky decisions based on data.

There is no such thing as 0 risk, but sensory analysis will help you to minimise it.

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