

THE  
**END OF  
YEAR SHOW**  
2022



**GOING LIVE SHORTLY...**





# WELCOME



**Susannah Croucher**  
Chief Impact Officer



**Andrew Wardlaw**  
Chief Ideas Officer



**Joe Goyder**  
Founder & Managing  
Director



**Charles Banks**  
Co-Founder



**Paul Baird**  
Strategy & Client  
Business Director



# STARDATE 2030

Stream on Demand



**“Tired.”**

**ASDA**



# COMING UP...



**MMR Product Heroes**

**The AI Factor**

**thefoodpeople™**  
shifting the future of food and drink

**Culture Wars Extra**

**Impact Makers**

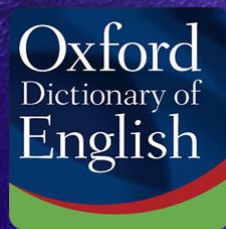


# **“Permacrisis”**

**Collins**



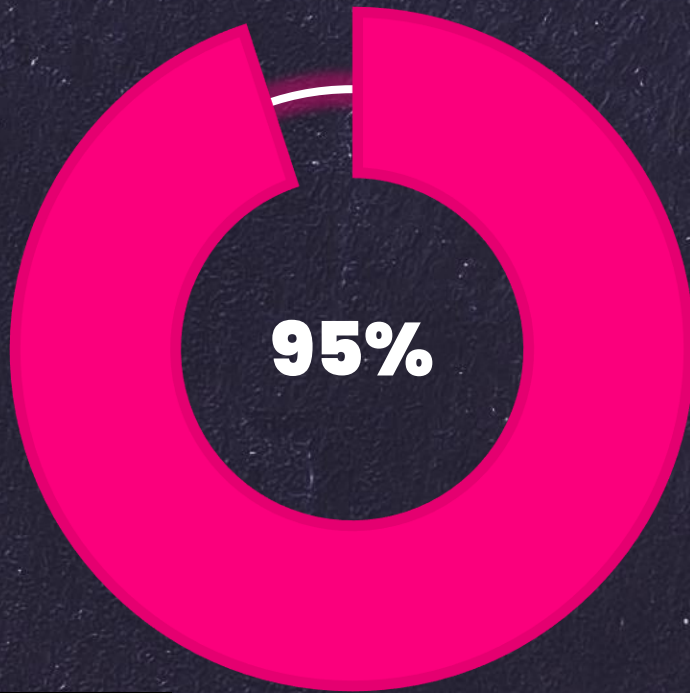
# “Goblin Mode”



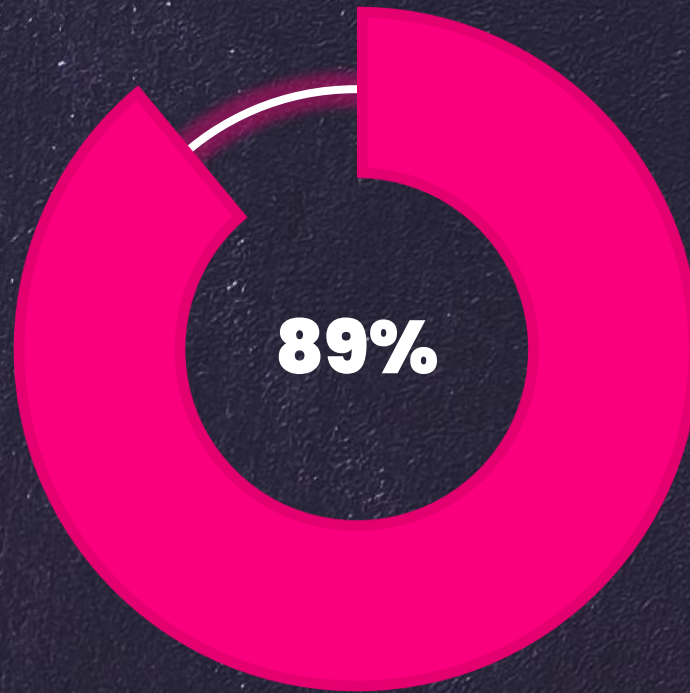


# IMPACTS ON BRAND PLANNING

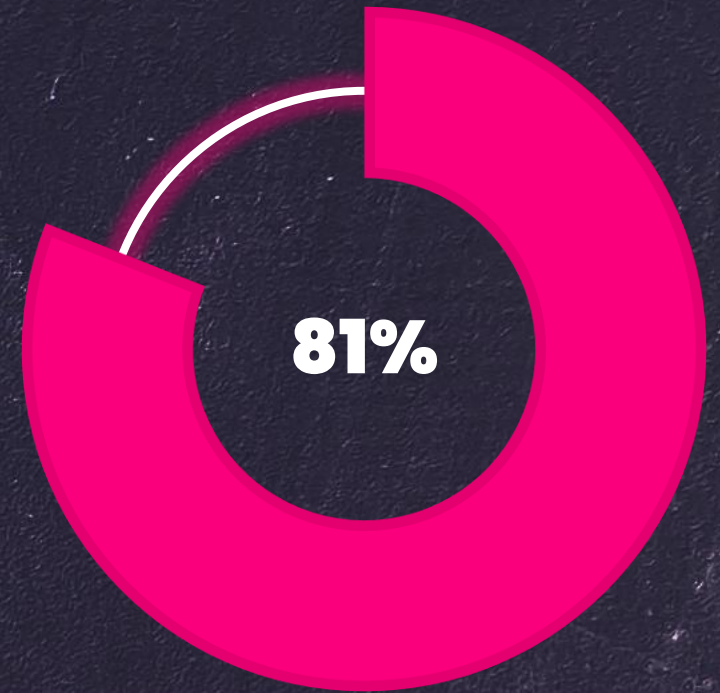
Recession



Environment



Attention





# 3 Routes into the Product Age



# Making Impact

## The guide to better product experiences

Your fight for people's attention starts here

Includes **22 Impact Makers for 2022!**

mental  
mers!  
led  
that can  
ly, or in  
out

nd to  
ce, and how it  
ave the power  
p experience.

ream, you'll  
late as you  
s invested  
ake this an  
not only  
us for the  
s a peak  
sed it to  
ts.

ices matter  
groups of  
e you can  
sh past



## Impact Makers

### Lonely (Global)

is making waves with its bold, stamping out incidence of cocoa supply chain. Whilst the amazing, the Tony's experience is much sooner.

and's brash color palette you. Tony's clearly didn't read design manual that requires all gold and silver to substantiate the st, Tony's is fun, almost slapstick - us message: buy me and help

ck, the heavy paper wrap evokes e when cost engineering was not nd that the textured substrate h lightly brushed signals the inner foil. It's a delightful and tive moment - and it serves to epectation of irresistible pleasure.

avy paper wrap feels almost orted by sight and sound.

Then behold, a very distinct bar. Its uneven 'crazy paving' the key brand message about distribution of wealth across chain. 'Distinctive' product becomes meaningfully so.

**It all hangs together beautifully. Brand messages are 'felt' on sensory journey.**

Tony's highlights how brand in a world that places more - even when the economic considerably higher than m top tier, but in our considered experience justifies the high greater than the sum of its the residual glow of making other people's lives.

### SENSORY POWERS UNLOCK



# Start Making Impact, with MMR

**We are the global consumer and sensory research agency that is fighting ordinary innovation.**

We combine genuine sector expertise and industry-leading consumer research solutions, working with brands of all sizes to engineer sensory experiences that perfectly land a brand promise.

From branding and innovation to product development and retail strategy, we'll do what it takes to make sure your brand really takes off.

MMR is where sensory science meets creative research - to deliver real commercial impact.

We hope that we've inspired your next product or packaging research brief. If you'd like us to help you design it, then please write to [methodexcellence@mmr-research.com](mailto:methodexcellence@mmr-research.com)

If you'd like to explore any of the themes and ideas in this guide, or arrange a workshop to trigger new thinking in your innovation teams, please write to [a.wardlaw@mmr-research.com](mailto:a.wardlaw@mmr-research.com)

We're here to make people sit up and take note of your innovation! So, for more sensorial, more memorable user experiences, make it with MMR.





# **COST OF RAW MATERIALS**

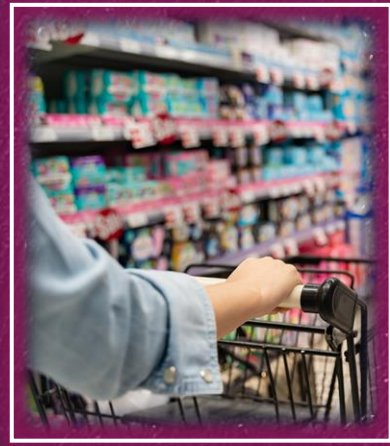


# Five to Drive...



## Maintain Investment

Invest to protect long term health of brand



## Recalibrate Value

Revisit what value means to shoppers



## Scenario Planning

Be prepared and avoid supply chain issues



## Develop Omnichannel

Increase impulsive dynamic online & in-store



## Embrace Right Tech

Connect with younger audiences...



**“When people make extraordinary claims with little or no evidence, we can call attention to that.”**

Stephen Bonner, U.K Information Commissioner’s Office.



the  
**NOVA**  
partnership initiative



**SIGN UP TODAY**



Join the NOVA Partnership Initiative for free, for the latest tech updates and exclusive access to pilot projects in consumer and sensory research.



**“Our categories seem to be growing faster than food and food is growing faster than non-food.”**

Ramon Laguarta, CEO, PepsiCo



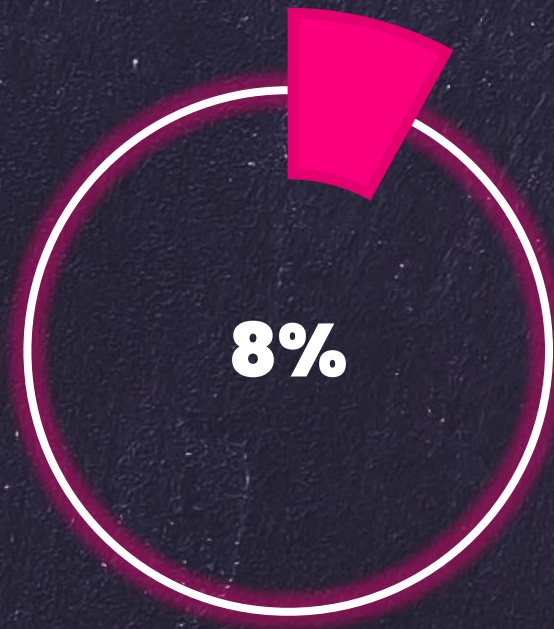
**“We’re starting to see the performance of lipstick improve dramatically to correlate with the cost-of-living crisis.”**

**KANTAR**

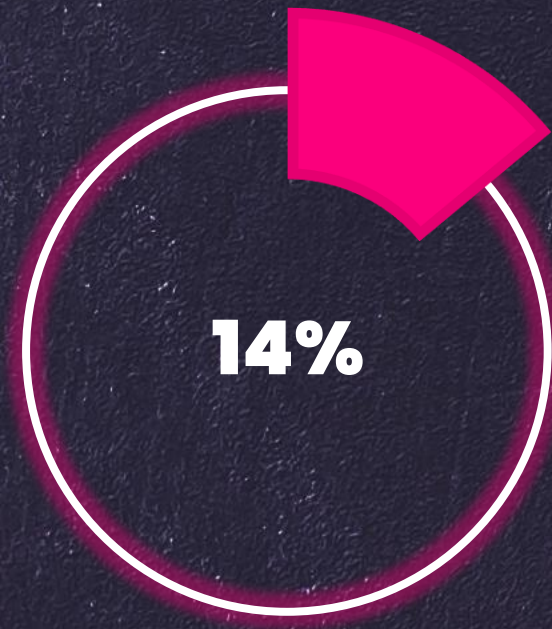


# IMPACT OF INNOVATION

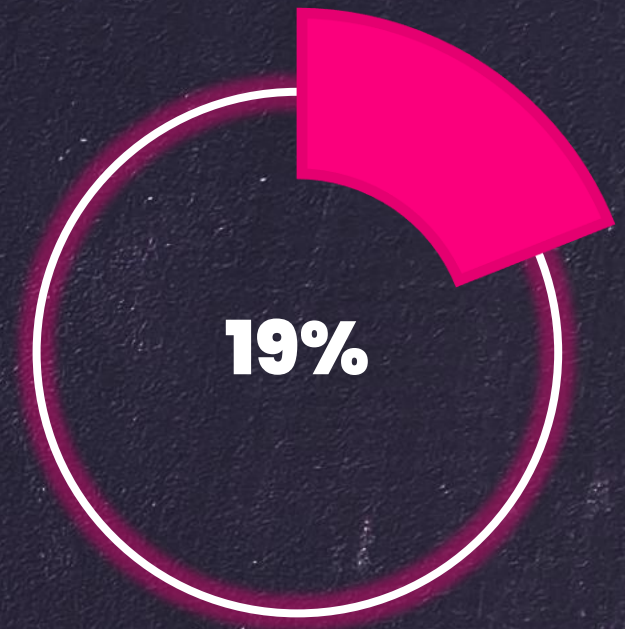
All CPG



Top 20 CPG



Top 5 CPG





# THE AI FACTOR

SWEATING THE TECH







THIS IS WHAT  
"KETCHUP"  
LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ



THIS IS WHAT  
"KETCHUP"  
LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ



THIS IS WHAT  
"KETCHUP"  
LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ





“Hendricks premium body scrub”

Alex x DALL-E  
Human & AI



“Heineken skincare products for women”

Alex x DALL-E  
Human & AI



“oreo bottle of premium coffee liqueur for people who enjoy drinking latte, using a range of deeper richer colours”

Alex x DALL-E  
Human & AI



# The Relationship Between Mental Health and Cleaning

verywell

# How Spring Cleaning Can Help Manage Stress, According to Psychologists

Good Housekeeping

# The Powerful Psychology Behind Cleanliness

Psychology Today



# ZENLEY

We believe your home should not only smell good, but also make you feel good.

That's why we're on a mission to bring feelings of zen into every home.

With our mood-boosting surface cleaner infused with lavender and jasmine, the natural ingredients will help spray away your anxieties into a state of calm.

Using essential oils and natural minerals, we're determined to make relaxation your baseline.



*Mood enhancing: CALMING*

# CLEAN LAB

Fresh, clean and inviting, how all happy homes should be.

Scientifically formulated to increase your body's natural levels of serotonin, you can sit back and enjoy the feelings of contentment and joy you get with our uplifting surface cleaner.

Made to bring bliss into every corner of your home, the satisfaction of disinfecting with Clean Lab is like no other.

Contains natural extracts of Apricot and Sunflower.



*Mood enhancing: HAPPY*

# MOODIC

Who said cleaning couldn't be exhilarating?

Get a natural energy boost to keep you on your toes with Moodic.

Infused with rich cocoa and guarana seed, you'll have a bounce in your step after cleaning with this all natural product.

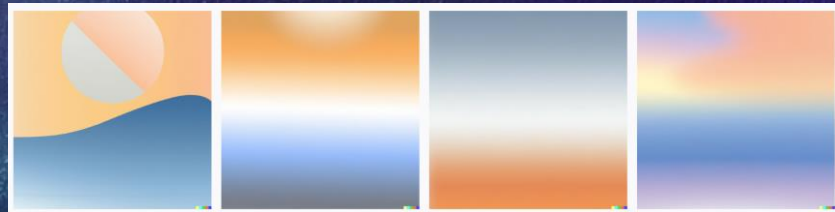
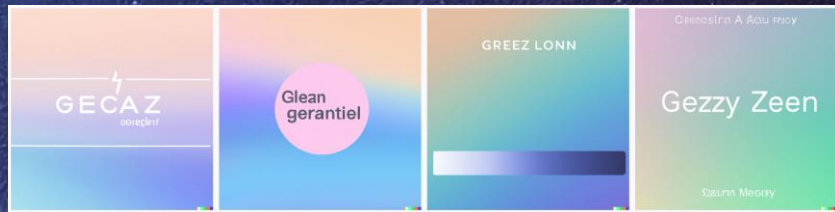
Inspired by nature's botanicals (fresh bergamot and eucalyptus) and with a toxin free formula - experience an all-natural way to freshen up your home and feel energised.



*Mood enhancing: ENERGISING*



# THE AI OUTPUT



## ZENLEY

We believe your home should not only smell good, but also make you feel good.

That's why we're on a mission to bring feelings of zen into every home.

With our mood-boosting surface cleaner infused with lavender and jasmine, the natural ingredients will help spray away your anxieties into a state of calm.

Using essential oils and natural minerals, we're determined to make relaxation your baseline.

*Mood enhancing: CALMING*





# THE AI OUTPUT



## CLEAN LAB

Fresh, clean and inviting, how all happy homes should be.

Scientifically formulated to increase your body's natural levels of serotonin, you can sit back and enjoy the feelings of contentment and joy you get with our uplifting surface cleaner.

Made to bring bliss into every corner of your home, the satisfaction of disinfecting with Clean Lab is like no other.

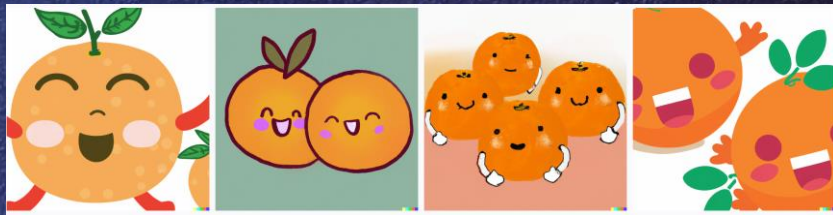
Contains natural extracts of Apricot and Sunflower.

*Mood enhancing:* HAPPY





# THE AI OUTPUT



## MOODIC

Who said cleaning couldn't be exhilarating?

Get a natural energy boost to keep you on your toes with Moodic.

Infused with rich cocoa and guarana seed, you'll have a bounce in your step after cleaning with this all natural product.

Inspired by nature's botanicals (fresh bergamot and eucalyptus) and with a toxin free formula - experience an all-natural way to freshen up your home and feel energised.

*Mood enhancing:* ENERGISING





# ZENLEY

We believe your home should not only smell good, but also make you feel good.

That's why we're on a mission to bring feelings of zen into every home.

With our mood-boosting surface cleaner infused with lavender and jasmine, the natural ingredients will help spray away your anxieties into a state of calm.

Using essential oils and natural minerals, we're determined to make relaxation your baseline.



*Mood enhancing: CALMING*

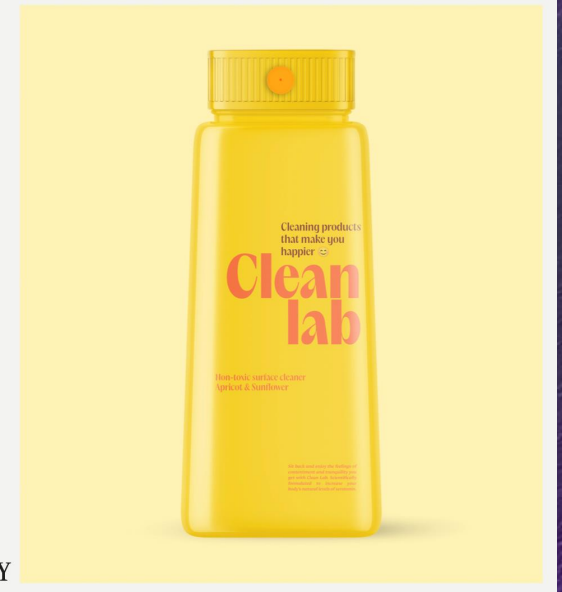
# CLEAN LAB

Fresh, clean and inviting, how all happy homes should be.

Scientifically formulated to increase your body's natural levels of serotonin, you can sit back and enjoy the feelings of contentment and joy you get with our uplifting surface cleaner.

Made to bring bliss into every corner of your home, the satisfaction of disinfecting with Clean Lab is like no other.

Contains natural extracts of Apricot and Sunflower.



*Mood enhancing: HAPPY*

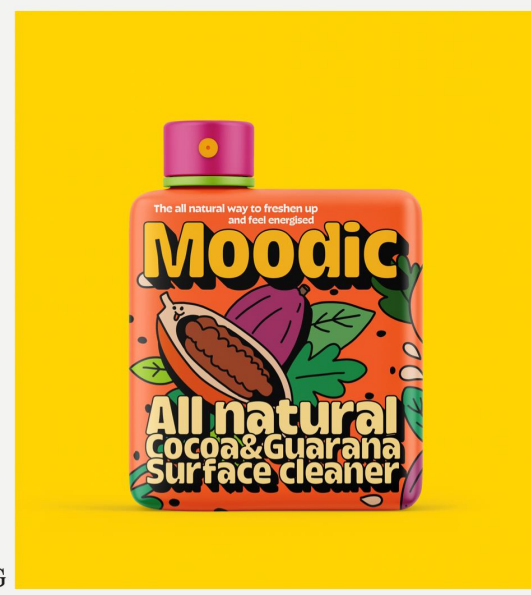
# MOODIC

Who said cleaning couldn't be exhilarating?

Get a natural energy boost to keep you on your toes with Moodic.

Infused with rich cocoa and guarana seed, you'll have a bounce in your step after cleaning with this all natural product.

Inspired by nature's botanicals (fresh bergamot and eucalyptus) and with a toxin free formula - experience an all-natural way to freshen up your home and feel energised.



*Mood enhancing: ENERGISING*



# THE AI FACTOR

SWEATING THE TECH





# PRODUCT HERO 2022

**Boldly going where no products  
have gone before...**





# **Favorite Day**

## **Non-Dairy**

### **Frozen Desserts**



**Story: Stores' Own Strident...**



# The Nue Co.

## Mind Energy



**Story: Fragrance Gets Functional**



# Degree/Sure/Rexona Motion Sense Deodorant

Story: Post Pandemic Reset





# Oreo Snickerdoodle Cookies



Story: Brands Bringing Comfort



# Isolation Proof Mushroom Gin

Story: Fungi Finds Fame





# Danone Ganmai

## Healthy Aging Supplementation



Story: Serving Rising Demographic



# **BOLD CULTR**

## **Next Gen Cream Cheese**



**Story: Words Really Matter**



# Clean O2

## Carbon Capture Soap



**Story: Making Real Difference**



# Nitro Pepsi

## Nitrogen-Infused Draft Cola



Story: Heightened Sensory Theatre



# Lenor Outdoorable Fabric Conditioner



Story: Landing New Narratives



# YOUR ULTIMATE HERO 2022...



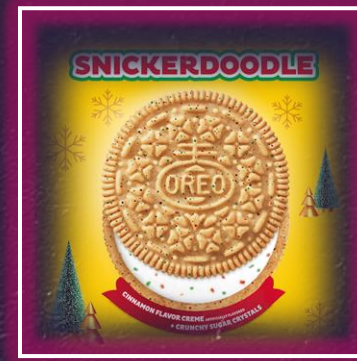
Favorite Day



The Nue Co.



Degree/Sure/Rexona



Oreo Snickerdoodle



Isolation Proof



Danone/Ganmai



BOLD CULTR



Clean O2



Nitro Pepsi



Lenor Outdoorable





# LIVE RESULT

---

THE **END OF YEAR SHOW** 2022

---





# TRENDS 2023/2024

With Charles Banks  
Co-Founder

**thefoodpeople**<sup>™</sup>  
shifting the future of food and drink



# THE AI FACTOR

SWEATING THE TECH

UPDATE





**2 MINUTE REVIEW**

**MAKING IMPACT**





# STREAM THE BOXED SET!

## Making Impact

GUIDE TO BETTER  
USER EXPERIENCES



## Power of Sound

For more distinctive brand assets



## Power of Appearance

Shift Perceived Realities



## Power of Aroma

Make Emotional Connection



## Power of Taste

Prepare for the Sensory Seekers



## Power of Texture

Make it more immersive





# IMPACT

M A K E R S



**Finding the true spirit of Christmas**



# **CULTURE WARS** *EXTRA*

Stream on Demand

**huxly**  
An MMR Company



**“The more things  
change, the more  
they stay the same”**



# WHAT'S CHANGING?



# WHAT'S CHANGING?



CLIMATE



ECONOMY



POPULATION



# **WHAT'S STAYING THE SAME?**



# OUR RELATIONSHIP WITH FOOD

AD100

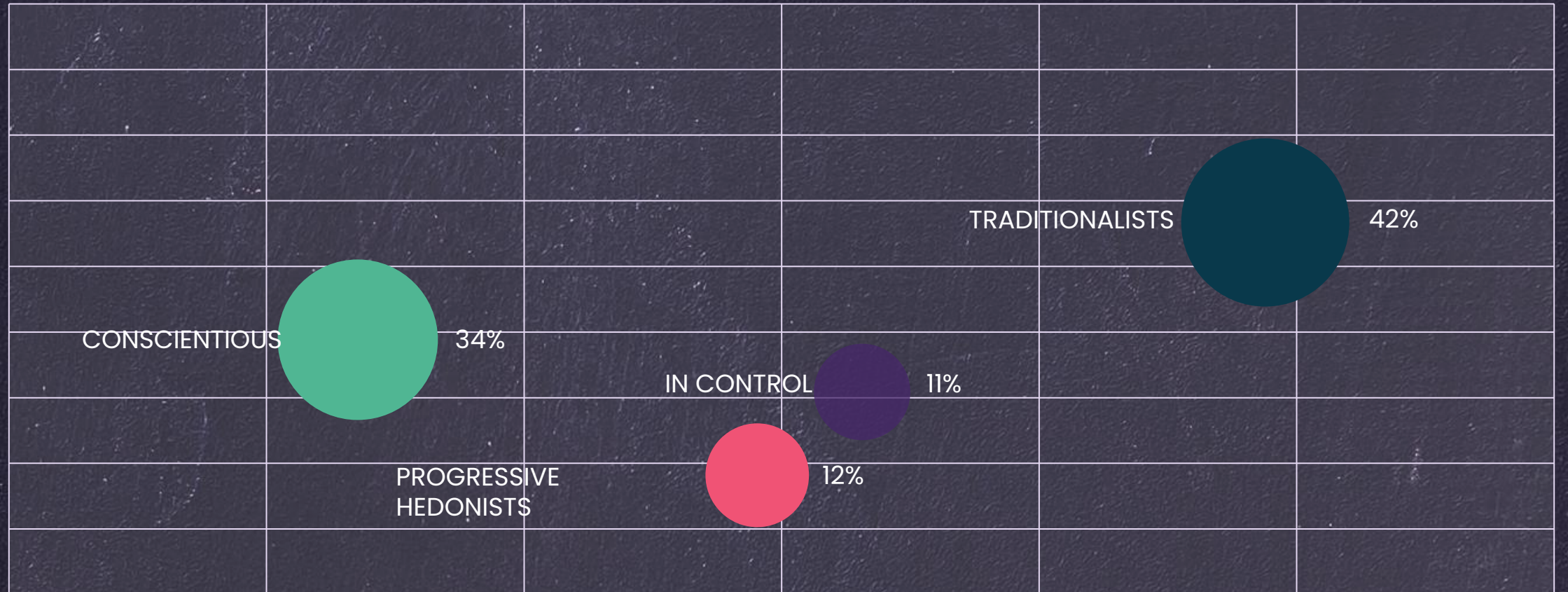
Claudia Severa to her Lepidina greetings. On 11 September, sister, for the day of the celebration of my birthday, I give you a warm invitation to make sure that you come to us, to make the day more enjoyable for me by your arrival. Give my greetings to your Cerialis. My Aelius and my little son send him their greetings. I shall expect you, sister. Farewell, sister, my dearest soul, as I hope to prosper, and hail.



# OUR DIVIDED SOCIETY

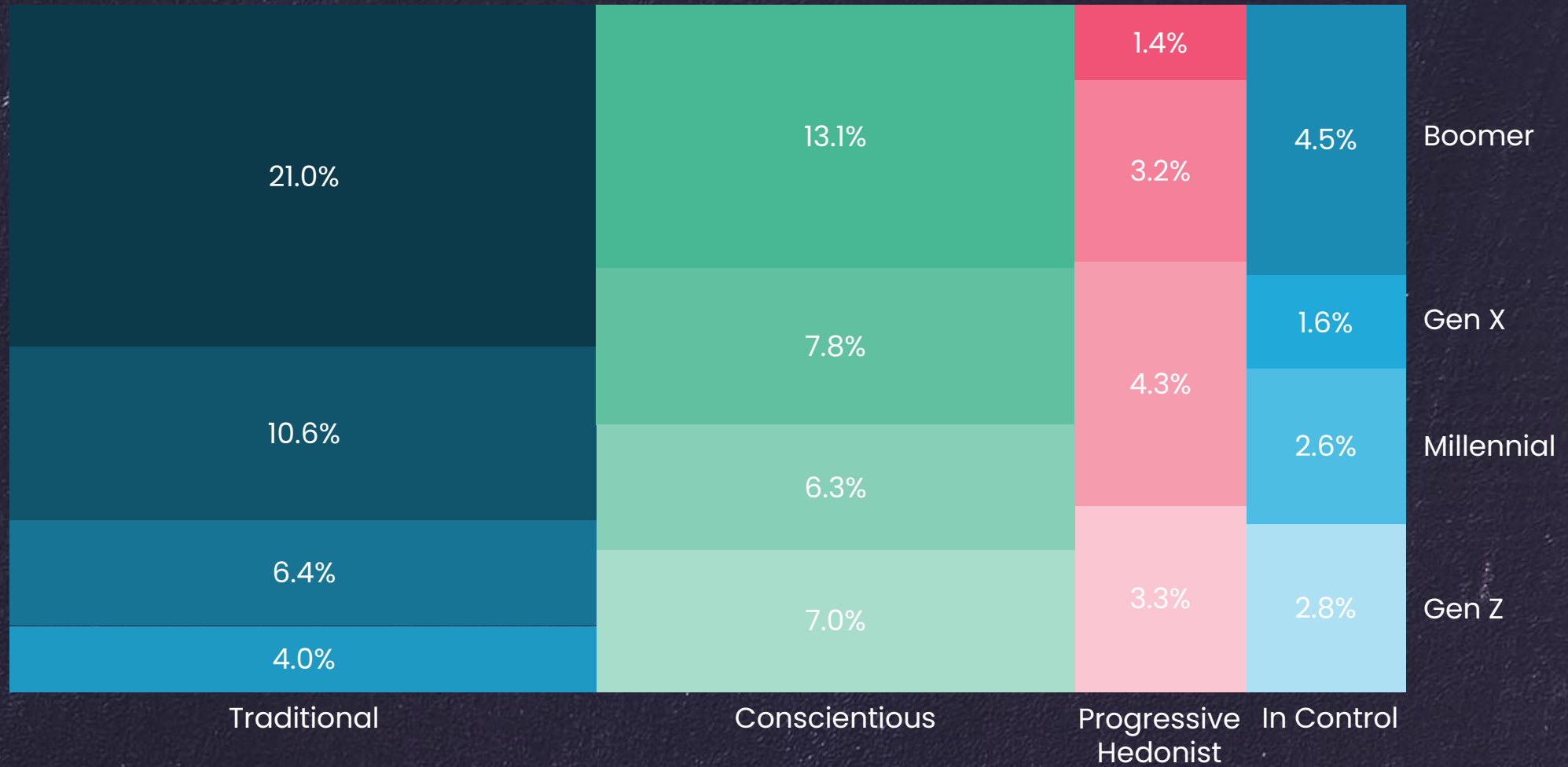
MORE PROGRESSIVE

LESS PROGRESSIVE





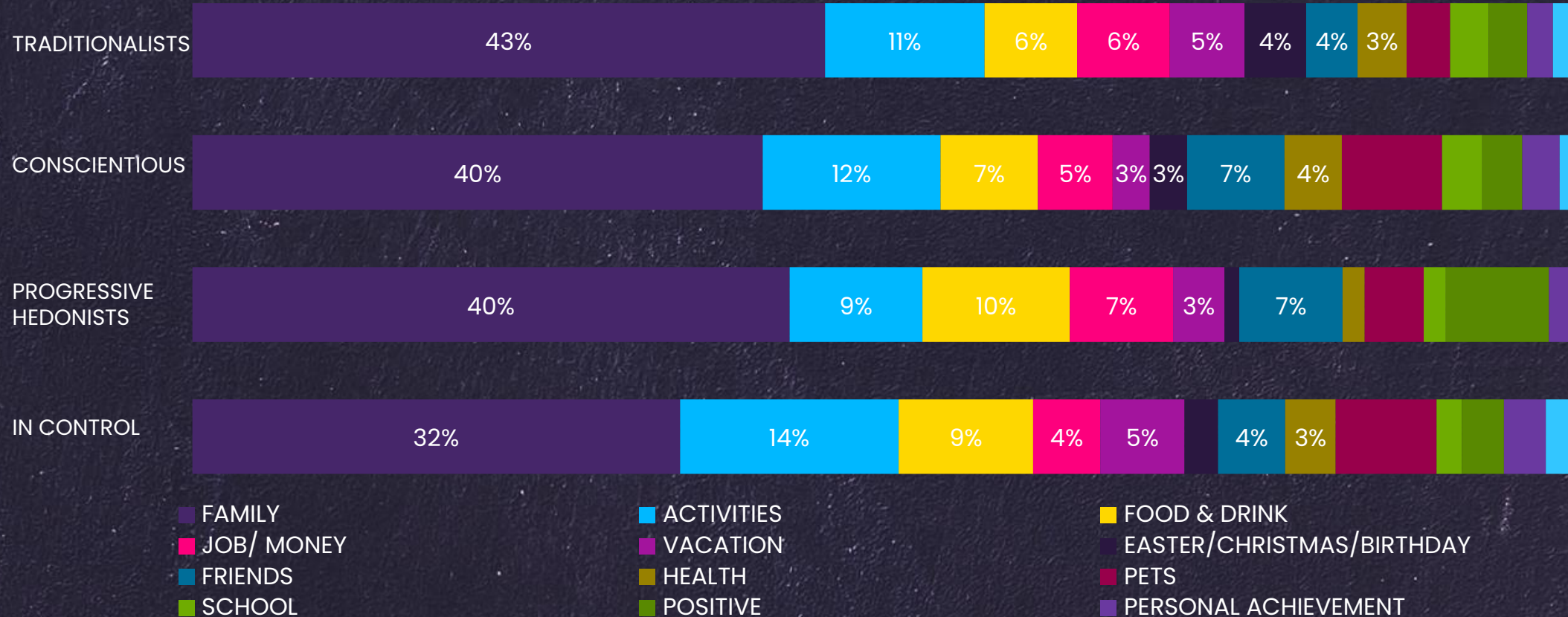
# DIVISIONS WITHIN GENERATIONS





# BASIC HUMAN MOTIVATIONS

Open ended responses to the question "what was the last thing that made you feel really happy?"





# WHAT'S THE BEST WAY TO HOLD THIS COALITION TOGETHER?

We all want to enjoy good times with our family, food, fun, the outdoors and progress

Conscientious

"We can improve our world – let's change it"

Progressive Hedonist

"We can improve our world – but let's have fun"

In Control

"Work hard, make progress"

Traditionalists

"Life is good – let's stop trying to change it"



# NEW YEAR'S RESOLUTIONS

USE YOUR  
SUPPLY CHAIN  
TO PROTECT  
THE  
ENVIRONMENT

USE YOUR  
HIRING TO  
DRIVE  
DIVERSITY AND  
ACCEPTANCE  
OF DIFFERENCE

STOP ASSUMING  
THAT YOUR  
CONSUMERS  
SHARE  
PROGRESSIVE  
VALUES – MANY  
DON'T

STOP BELIEVING  
THAT GEN Z IS 1  
THING

BUILD BRAND  
STRATEGIES  
THAT ADDRESS  
FUNDAMENTAL  
HUMAN NEEDS



# THE AI FACTOR

SWEATING THE TECH

UPDATE





## MOODIC

Who said cleaning couldn't be exhilarating?

Get a natural energy boost to keep you on your toes with Moodic.

Infused with rich cocoa and guarana seed, you'll have a bounce in your step after cleaning with this all natural product.

Inspired by nature's botanicals (fresh bergamot and eucalyptus) and with a toxin free formula - experience an all-natural way to freshen up your home and feel energised.

*Mood enhancing:* ENERGISING





# THE AI FACTOR

SWEATING THE TECH

UPDATE







# SEASON'S GREETINGS FROM THE MMR FAMILY





# OUR PRODUCTION TEAM



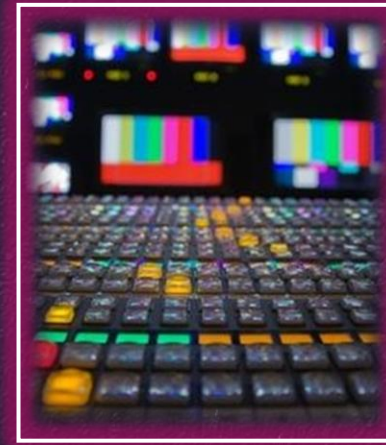
## Camera Op

Rob Hutchinson  
Matt Brook



## Producer

Jeff Clark



## Vision Mixer

Dan Brennan



## Sound

Ben Adams





# SEASON'S GREETINGS FROM THE MMR FAMILY

