



# Making Sense

**The Power of Texture**

**LIVE FROM LONDON AND SINGAPORE... *Starting shortly...***



# Making Sense

The Power of Texture





# Sensory Seekers are coming

## 'The sensory seekers are coming': why food and beverage brands need 'the most impactful innovations that appeal to multiple senses'

By Oliver Morrison 30-Sep-2022 - Last updated on 03-Oct-2022 at 12:57 GMT



RELATED TAGS: multi-sensory, inflation, cost of living crisis

Multi-sensory food experiences offer the chance for food and beverage brands to create better product experiences at a time they're needed more than ever, FoodNavigator hears.



These are challenging times for food and beverage manufacturers: supply issues, the rising cost of goods, and, in the UK at least, incoming HFSS legislation. Then there's the rise of private labels.

The problem facing the big FMCGs is that they have traditionally relied on their status as well-known, trusted brands to charge consumers a premium. In a high inflationary period, though, they've little wriggle room to raise prices and help cushion the blow of rising costs.

Unilever, for example, is "walking a thin line between protecting margins and losing long-term customers", recently warned Derren Nathan, Equity Analyst Hargreaves Lansdown. "There's only so much you can hike before customers walk away."

The onus on these companies, therefore, is to use their clout to focus on providing better and more memorable user experiences.

One way is way is via careful engineering of sensory cues.

"It's a decisive moment for brands," Andrew Wardlaw, Chief Ideas Officer at MMR Research, told a webinar.

"With private label on the war path, everything matters... Our recent survey showed 80% of Brits believe supermarket brands to be just as good now."

On top of the private labels formidable march is the pandemic-driven...



## 'Private label is on the war path, so everything matters': Double down on sensory appeal to reward consumers, brands told

By Oliver Morrison 17-May-2022 - Last updated on 18-May-2022 at 08:32 GMT



Look to give your consumers an extra sensory experience to stay ahead of private label, experts advise / Gettyimages wondervisuals

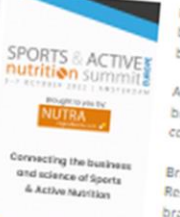
RELATED TAGS: Npd, Consumer attitudes, consumer behavior

Multi-sensory food and beverage experiences can attract mainstream appeal despite the backdrop of the cost of living crisis, according to MMR Research.

In Europe, private label's prospects are now formidable, according to recent research by IRI. It found that private label innovation is leading in high-margin categories such as bakery and beverages.

An MMR Research survey has also found 80% of British shoppers believe supermarket brands to be just as good. Despite rampant inflation biting shoppers across Europe, consumers are seeking uplifting experiences, the agency said.

Brands can utilise this fact to counter the march stolon on them by private labels, MMR Research's Chief Ideas Officer Andrew Wardlaw told a webinar. Now is the time for brands to double down on their sensory appeal, he contended. "Yes, it is important for brands to keep prices down but endless cost-cutting measures will not work."



A trend we're seeing with Gen Z is that they're all about texture, so we're really leaning into that.

- **Lay's Layers**





Exceptionally crispy & flaky – and more joyful!

— GuriBee



Sound

Appearance

Aroma

Taste

Texture



Making memories on burger night thanks to the way our condiments uniquely elevate the classic burger.

— Kraft Heinz



Sound

Appearance

Aroma

Taste

Texture



'Rubbery' is almost a swear word in the culinary world... until Q-Q texture.

— The Vice



Sound

Appearance

Aroma

Taste

Texture



# Campbell's®



Sound



Appearance



Aroma



Taste

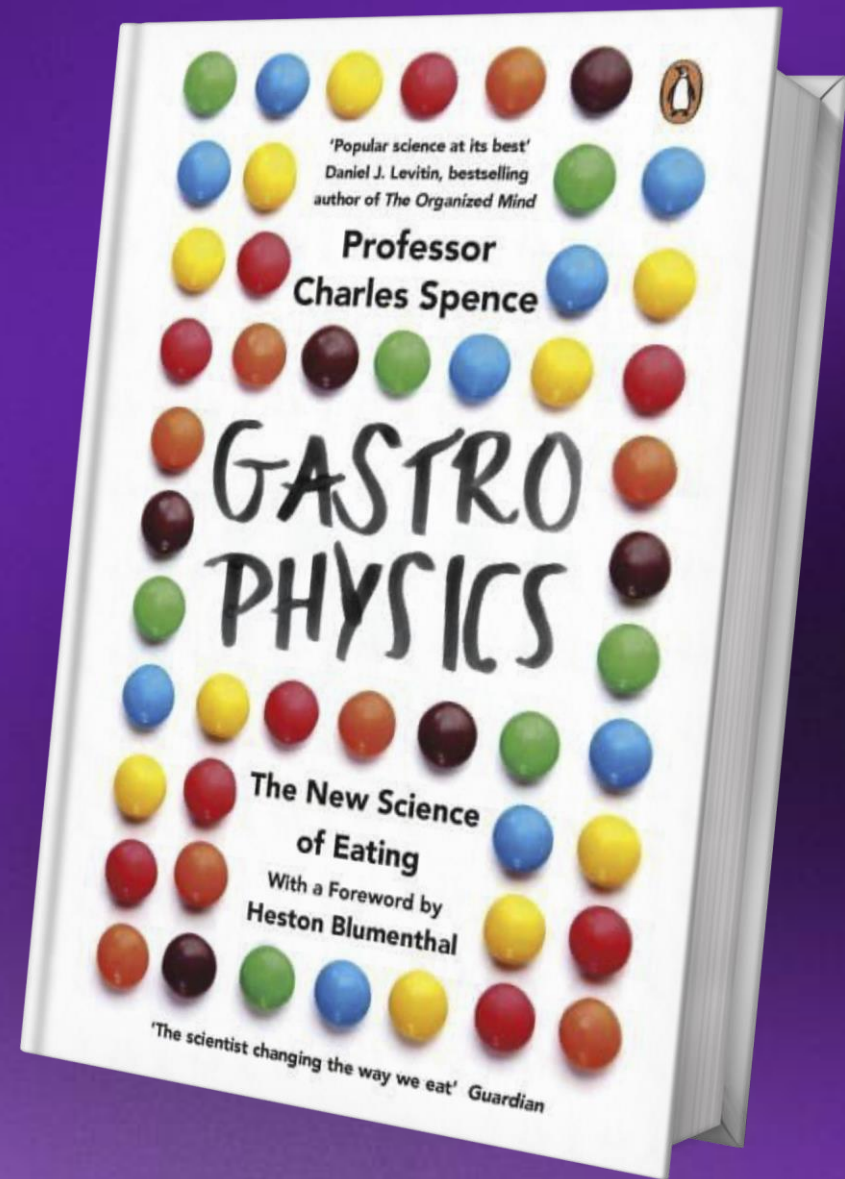


Texture





“Texture plays a critical role in determining our perception of quality.”



Sound

Appearance

Aroma

Taste

Texture



# The power of affective response



Sound

Appearance

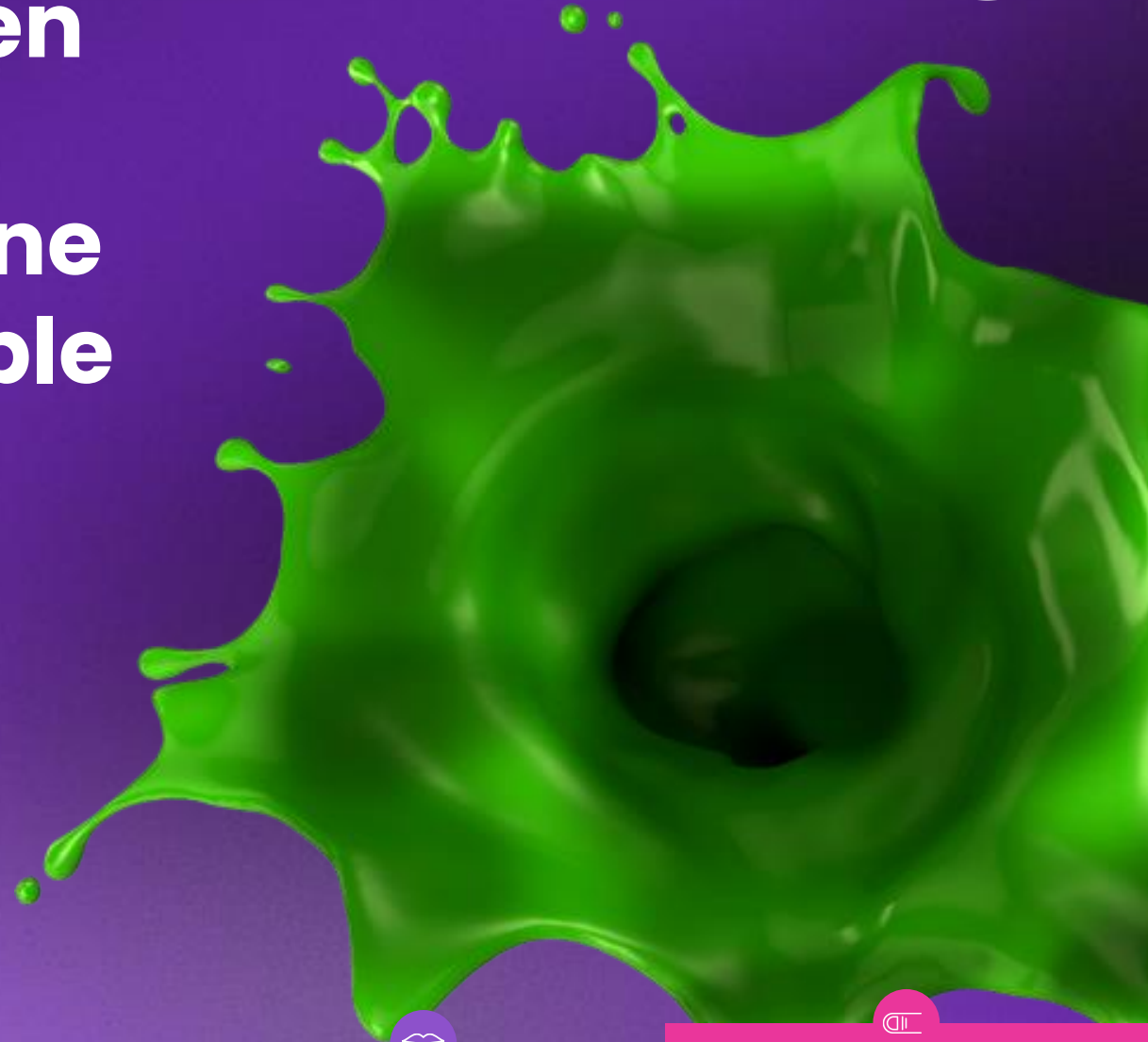
Aroma

Taste

Texture



**“Slimy is a texture often associated with foods that have rotted or gone off, so it seems plausible that we might try to avoid them.”**



  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture



**“We often think of taste as the key driver, but texture is our first—and often our lasting—impression of the food we eat, and it is deeply entangled within other sensory properties.”**



  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture

**REDEFINE  
MEAT™**



Sound



Appearance



Aroma



Taste



Texture





**“What strikes me first about the steak is the reassuringly chewy texture, an effect that most meat substitute manufacturers have struggled to replicate...”**



  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture



**REDEFINE  
MEAT™**



Sound



Appearance



Aroma



Taste



Texture

# Fourth Wave Coffee



Sound

Appearance

Aroma

Taste

Texture





Sound



Appearance



Aroma



Taste



Texture



Sound



Appearance



Aroma



Taste



Texture

Japanese convenience store Lawson has launched 'A Happy Pancake' which transforms soufflé pancakes into a creamy drink with flavours of fermented butter and Manuka honey, as well as the jelly-like grains of konnyaku for a fun mouthfeel."



Sound



Appearance



Aroma



Taste



Texture



A series of playful impacts over time.



Sound

Appearance

Aroma

Taste

Texture



# Happy Mochi



Sound



Appearance



Aroma



Taste



Texture



Click [here](#) to watch our Sensory Specialist, Harshita, evaluate Little Moons Mochi Ice Cream

  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture



**“Sweet rice flour  
that translates  
into deliciously  
squishy textures.”**

**WGSN ‘One to Watch’.**



  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture

# GOLDEN DURIAN MOCHI

PREMIUM  
**D24**  
FILLING



 Sound

 Appearance

 Aroma

 Taste

 Texture





Sound



Appearance



Aroma



Taste



Texture



  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture



“An elevation  
in facial skin  
cleansing.”



  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture

Campbell's®



# Welcome

Frank Rapacki. Director,  
Innovation & Sensory Design



Sound



Appearance



Aroma



Taste



Texture



Sound

Appearance

Aroma

Taste

Texture



Sound

Appearance

Aroma

Taste

Texture



**“Mega Bites have a robust cheddar flavor and a crispier, flakier texture than original Goldfish. The Cheddar Jalapeno flavor adds just a touch of heat.”**

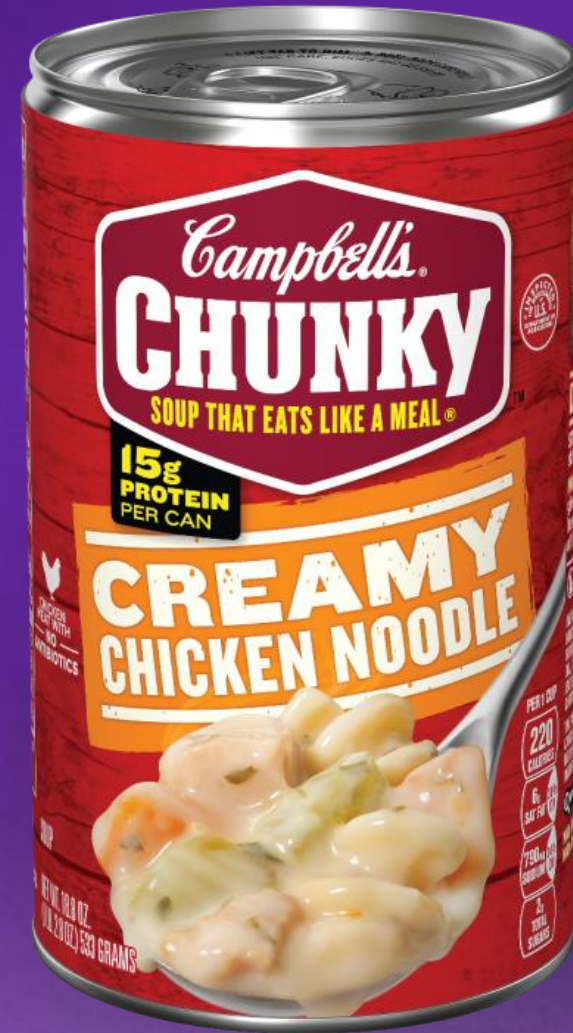
Sound

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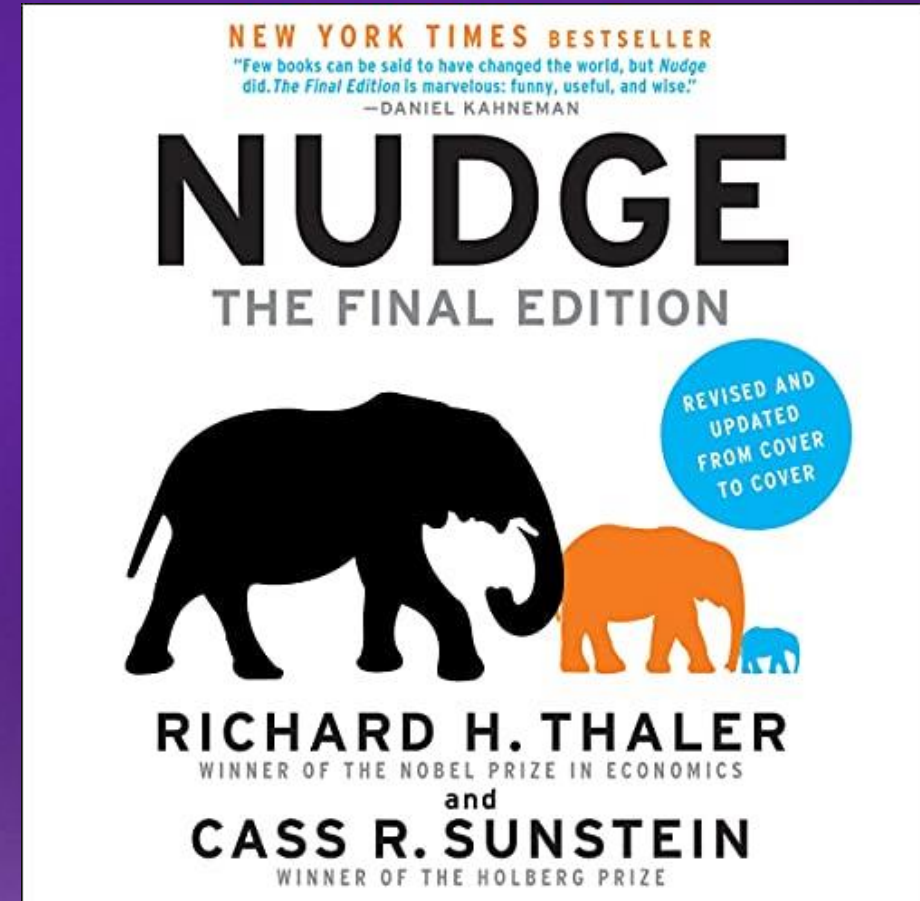
Texture

**“Affordable  
treats and small  
amounts of  
pleasure  
continue to be a  
key need state.”**

**Ramon Laguarta. CEO.  
PepsiCo**



**“Small & Apparently insignificant details can have a major impact on people’s behavior. A good rule of thumb is to assume that everything matters.”**



# Stream our 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

  
Sound

  
Appearance

  
Aroma

  
Taste

  
Texture

# 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!

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## Impact Makers

### Lonely (Global)

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

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

sk, 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 ab distribution of wealth across chain. 'Distinctive' product o becomes meaningfully so.

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





# Making Impact







# Impact Makers



# STARDATE 2030

mmmr

**November 1<sup>st</sup> 2022**

**Live in The Metaverse**



**The End**

