

# Making Impact

**GUIDE TO BETTER  
USER EXPERIENCES**





**Safeguarding**

**'Worth Paying  
More For.'**

# 3 Routes into the Product Age



DOWNLOAD

# 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  
ace, and how it  
ave the power  
p experience.

ream, you'll  
olate 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 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 about distribution of wealth across chain. 'Distinctive' product o becomes meaningfully so.

it all hangs together beautifully. Brand messages are 'felt' 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.





# Private Label is Pumped

---





**IRI, May 11<sup>th</sup>**

**“Private labels are  
hiding in plain sight.”**



# Salami Sliced Brands

---



# Product Expectations Higher

---





Categories. (Full results available on request)



# BUILDING RESILIENCE

How brands can respond to the Cost of Living crisis

Result from an exclusive shopper survey

**DOWNLOAD**

## Building Resilience

### The Big Questions

Categories where prices have increased

Toilet Paper	Pet Food
Pizza	Canned Tomatoes
Yogurt	Canned Soup

Admittedly, results fail to deliver complete clarity. It's equally uncertain about the best course of action in the case for another – even when they play in. It becomes necessary, as well as additional perspective. And not to be overlooked – the same exercise undertaken more or less the same results – underlining some key findings.

#### Top 5 Categories with Most Permission to Downsize

Sugar Confectionery	54%
Puddings & Desserts	52%
Ice Cream	52%
Biscuits	50%
Dishwasher Tablets	50%

% figures indicate the proportion of people who are likely to 'Decrease' in a forced choice scenario.



**“The company’s emphasis on product superiority... has enabled it to pass on price increases without – so far – any reaction from consumers.”**

**– Procter & Gamble**





# Attention Spans Lower

---



**“Working parents have experienced some of the worst effects of Covid-19. Women seem to be more likely to experience burnout, with 80% of women reporting burnout vs. 72% of male workers.”**

**– Forbes. July 2021**



**The New York Times Bestseller**

# **POST CORONA**

**From Crisis to Opportunity**

**Winners & Losers in a  
World Turned Upside Down**

# **SCOTT GALLOWAY**

**“Many companies sell essentially the same mass produced and mediocre product but register a premium due to multigenerational investment in brand building.”**



# Experience Matters More

---



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

— PepsiCo



**Consumer palates are evolving, with tastes diversifying from sweeter and less bitter to richer and more complex, providing experiences for which they are willing to pay a premium.**

**– Heineken**



**Greek Yogurt was losing household penetration, especially with Millennials. We learned that although many choose yogurt for functional benefits, we were not delivering on an exciting food experience.**

**– Danone North America**







**Expanding experience economy...**

**“Be product age  
ready.”**

# Heightened Product Theatre





[WATCH THE VIDEO](#)



# Like, what?



# Three *new* product strategies

## **PEAK END RULE**

Locate opportunity for peak product moment, and improved ending to support mental availability during active buying situations.

## **SUPERCHARGED SENSORY SIGNATURE**

Heighten what people love about your product and make it harder to give up and switch to a competitor.

## **ALIGNED SENSORY BRANDING**

Make the sensory experience of you pack and product a more forceful and distinctive representation of your brand promise.





**Welcome**

**WGSN**

# Sensory Seekers are Coming!

---









# Themed Editions



# Extraordinary Elevations



Stable  
Lollipop

Activated  
Lollipop



# Fun and Functional



# Unashamedly Experimental





# Supercharged Sol



# More Intentional Moments







Welcome

ÆCORN<sup>®</sup>

NON-ALCOHOLIC

ÆCORN<sup>®</sup>  
NON-ALCOHOLIC



# Making Impact

**GUIDE TO BETTER  
USER EXPERIENCES**



# Creating iconic, premium packaging for Estée Lauder

## BRIEF

Estée Lauder wanted to create iconic packaging to reinforce and elevate brand status and create memorable experiences for both the lipstick and liquid lip categories

## APPROACH

Recruiting sensorially screened consumers, selected for their creativity and articulation, we explored the full packaging experience in detail - from the material, colour, design, weight and shape to the opening and closing mechanisms. The goal? To create a rulebook for success for all future innovation, backed up by invaluable insight from target consumers

## OUTCOME

Three key emotional territories relating to an 'iconic' lip pack were identified and our newly discovered rulebook for success identified opportunities for Estée Lauder to own all three across its brands

Each product attribute has its own set of rules, meaning Estée Lauder now has a competitive edge and a clear point of reference when it comes to designing iconic, premium lip packaging



# Heightened Texture



# Heightened Appearance





# MAKING SENSE: UNLOCKING SENSORY POWER

A close-up photograph of a slice of orange floating in clear water, with numerous bubbles rising around it.

**POWER OF  
SOUND**

Coming up right  
after this show.

A close-up photograph of fresh raspberries and pieces of dark chocolate on a light-colored surface.

**POWER OF  
APPEARANCE**

June 6<sup>th</sup> – Register now

A close-up photograph of several strips of golden-brown, crispy bacon.

**POWER OF  
AROMA**

July 11<sup>th</sup> – Register now

A close-up photograph of several golden-brown cinnamon rolls topped with white sugar crystals.

**POWER OF  
TASTE**

September 12<sup>th</sup>  
Register now

A close-up photograph of a vanilla soft-serve ice cream cone with a drizzle of caramel sauce.

**POWER OF  
TEXTURE**

October 17<sup>th</sup>  
Register now



**Welcome**



*Unilever*



# Setting Expectations



# Improving Perceived Reality



# Building Mental Availability via *Product Experience*





**Cif**

**POWER & SHINE**  
Bathroom

Limescale and soap scum removal  
100% streak free shine  
Free shine



# Unboxing

Video Insight Unlocked with MMR

---

Benchmarking

Category Appraisals

Moments of Truth

User Experience



[LEARN MORE](#)

# Making Impact

WRAP UP

mmr





**POST-PANDEMIC,  
PRODUCT EXPERIENCE  
MATTER MORE**

**THREE NEW PRODUCT  
STRATEGIES CAN BUILD  
MENTAL AVAILABILITY**

**OPPORTUNITY FOR  
MORE SENSORIAL  
PRODUCTS**

**SENSORY QUAL  
ACTIVATES SENSORY  
BRANDING**

**SENSORY MAGIC CAN  
IMPROVE 'PERCEIVED  
REALITY'**



# *Nudge*

Improving Decisions about  
Health, Wealth, and Happiness

Richard H. Thaler and Cass R. Sunstein  
*Revised and Expanded Edition*

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





**WHAT UNDERPINS  
EXISTING PURCHASE  
REPERTOIRE?**

**HOW CAN YOU  
ENGINEER HIGHER  
LEVELS OF REWARD?**

**CONCEPTUAL  
PROFILING IS BEST  
PLACED TO ACHIEVE**

# 3 Routes into the Product Age



DOWNLOAD

# 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  
ace, and how it  
ave the power  
p experience.

ream, you'll  
olate 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 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 about distribution of wealth across chain. 'Distinctive' product becomes meaningfully so.

it all hangs together beautifully. Brand messages are 'felt' 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.

