Making Impoct

(mmr)

GUIDE TO BETTER USER EXPERIENCES



Safeguarding 'Worth Paying More For.'

3 Routes into the Product Age

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The guide to better product experiences

Your fight for people's attention starts here

Includes 22 Impact Makers for 2022!

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It all hangs together beau Brand messages are 'felt' sensory journey.

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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

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**

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Private Label is Pumped





"Private labels are hiding in plain sight."



Salami Sliced Brands



Product Expectations Higher





"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



nmr





Like, what?





Three new product strategies

PEAK END RULE

SUPERCHARGED SENSORY SIGNATURE

ALIGNED SENSORY BRANDING

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

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

100



Extraordinary Elevations

Stable Lollipop



Activated Lollipop

Fun and Functional



Unashamedly Experimental







Supercharged Sol





More Intentional Moments







Welcome

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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 articulacy, 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 have competitive edge and a clear point of reference when it comes to designing iconic, premium lip packaging



36

mm

Heightened Texture



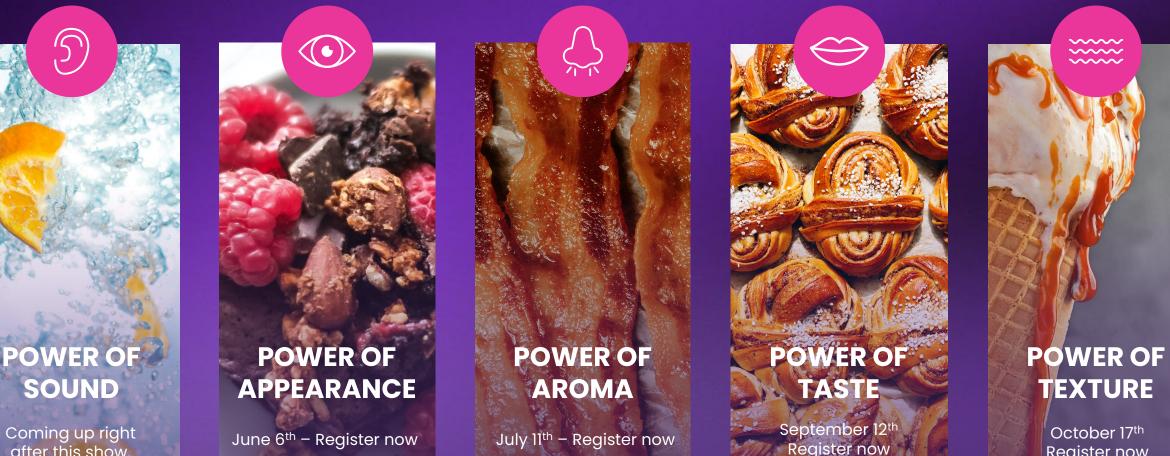
Heightened Appearance



MAKING SENSE: UNLOCKING SENSORY POWER

after this show.





Register now



Welcome



Unilever

Setting Expectations

ENERRYS

Pepsodent;

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Lipton



3

HELLMANN'S

Knorr

Sunlight



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Vaseline

Rexona

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seaul

planel

SHAMPOO

Improving Perceived Reality



Rexona #Motionsense* shower fresh Rexona #Motionsense* ثقة الجفاف والانتعاش Rexona shower *Morionsense* fresh - 1

Building Mental Availability via Product Experience



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Unboxing Video Insight Unlocked with MMR

Benchmarking Category Appraisals Moments of Truth User Experience



xpopme[®]



Making mpgct WRAP UP

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POST-PANDEMIC, PRODUCT EXPERIENCE MATTER MORE

THREE NEW PRODUCT STRATEGIES CAN BUILD MENTAL AVAILABILITY

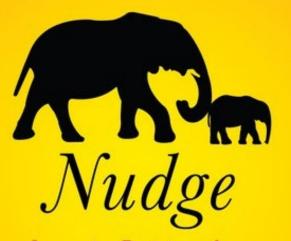
SENSORY MAGIC CAN

IMPROVE 'PERCEIVED

REALITY'

OPPORTUNITY FOR MORE SENSORIAL PRODUCTS

SENSORY QUAL ACTIVATES SENSORY BRANDING



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

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