

Making Sense

Power of Appearance

Starting shortly...

mmr





Making Sense

Power of Appearance

The logo consists of the lowercase letters 'mmr' in a white, sans-serif font, enclosed within a white circular border. The background of the entire image is a vibrant purple, featuring several donuts and scattered chocolate shavings. One donut at the top is pink with white stars and red sprinkles. Another donut at the bottom is white with chocolate drizzle and a purple circular sticker. A third donut on the right is golden-brown and appears to be a cruller or similar fried dough.



Sound



Appearance



Aroma



Taste



Texture



“Perceived reality.”



Sound



Appearance



Aroma



Taste



Texture

The Dominant Sense

| Sensory System | Total Bandwidth (bits/second) | Conscious Bandwidth |
|----------------|-------------------------------|---------------------|
| Eyes | 10,000,000 | 40 |
| Ears | 100,000 | 30 |
| Skin | 1,000,000 | 5 |
| Smell | 100,000 | 1 |
| Taste | 1,000 | 1 |



Charles Spence

**“Our senses are
intimately entwined”**


Sound


Appearance


Aroma


Taste



Texture



Cueing Efficacy



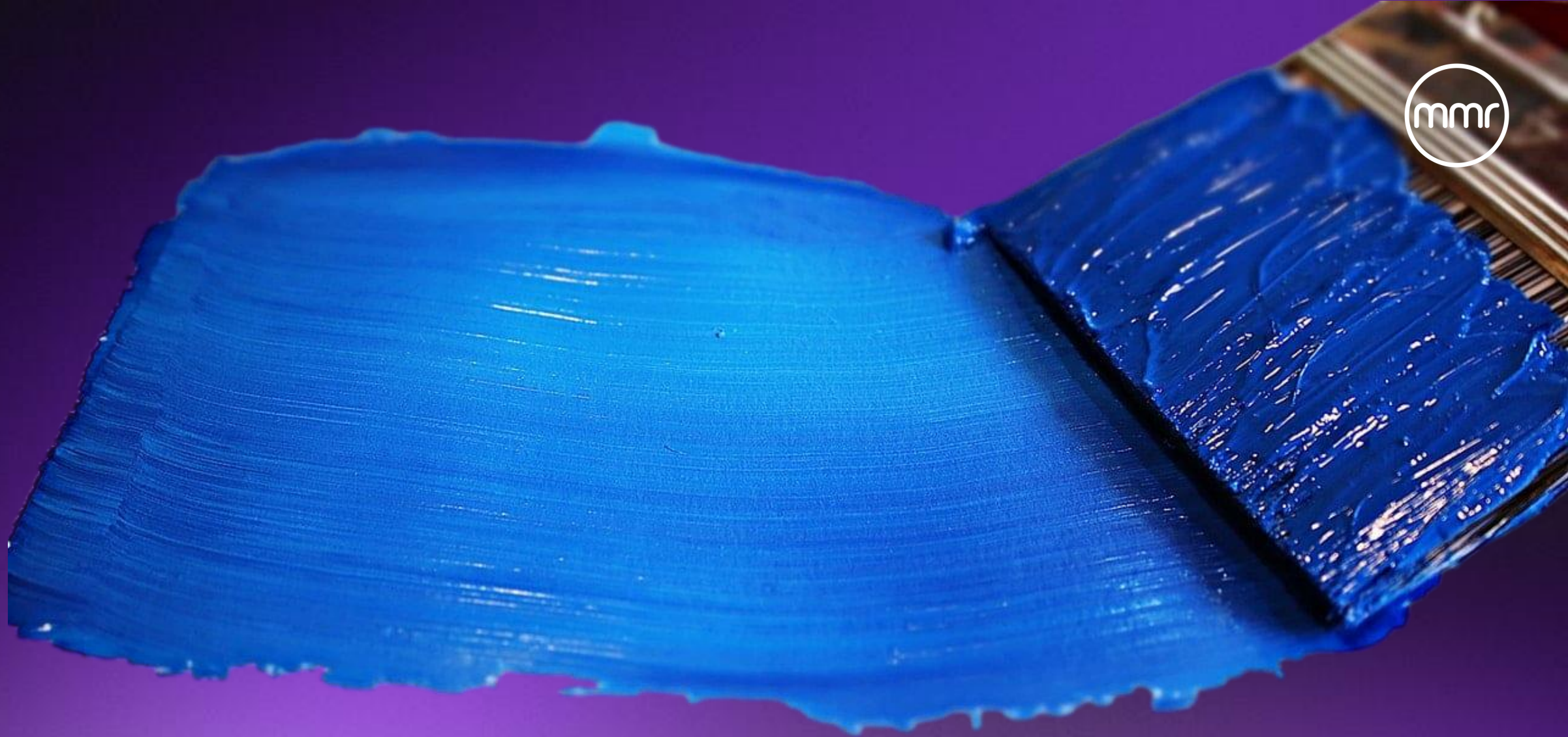

Sound


Appearance


Aroma


Taste


Texture




Sound


Appearance


Aroma


Taste


Texture



**“Opportunities
to elevate perceptions
of an experience.”**


Sound


Appearance


Aroma


Taste


Texture



Making Sense

**Special Guest:
Charles Nouwen**


Sound


Appearance


Aroma


Taste


Texture

Making Sense

The Power of Packaging
With Ben Fathers, The Together Agency


Sound


Appearance


Aroma


Taste


Texture



"The new brand identity for Sprite is sharp and clear – it cuts through the noise and conveys confidence as an iconic brand."

The Coca-Cola Company



Sound

Appearance

Aroma

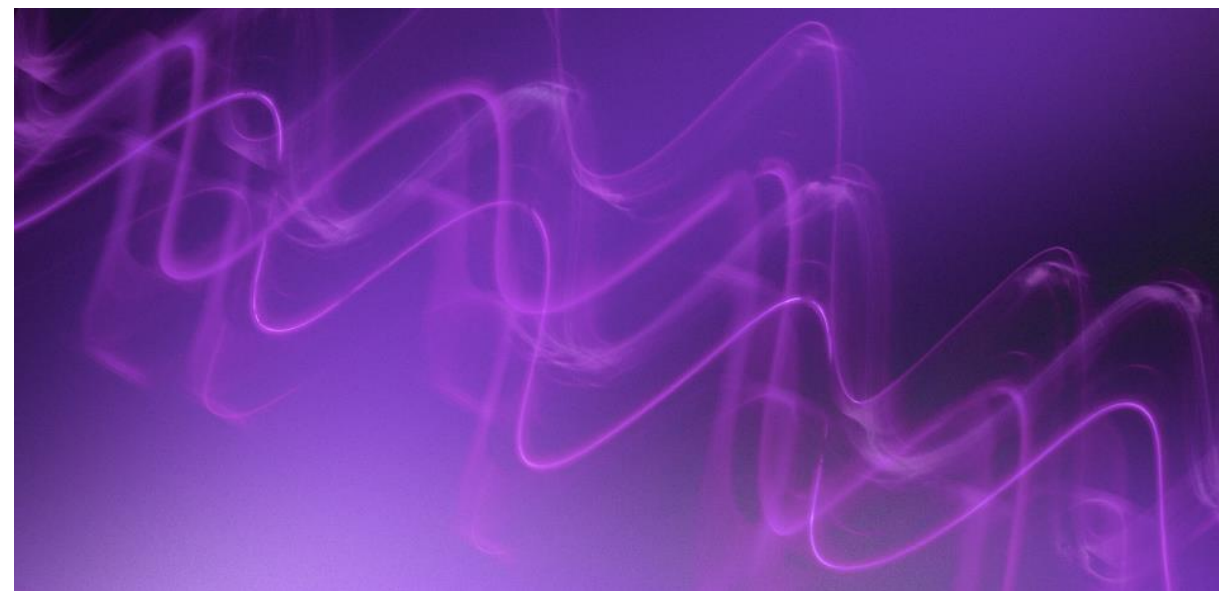
Taste

Texture



“An acceleration of graphical reduction to aid an emotionally exhausted consumer.”

The Together Agency



Sound



Appearance



Aroma



Taste



Texture



Sound

Appearance

Aroma

Taste

Texture



Sound

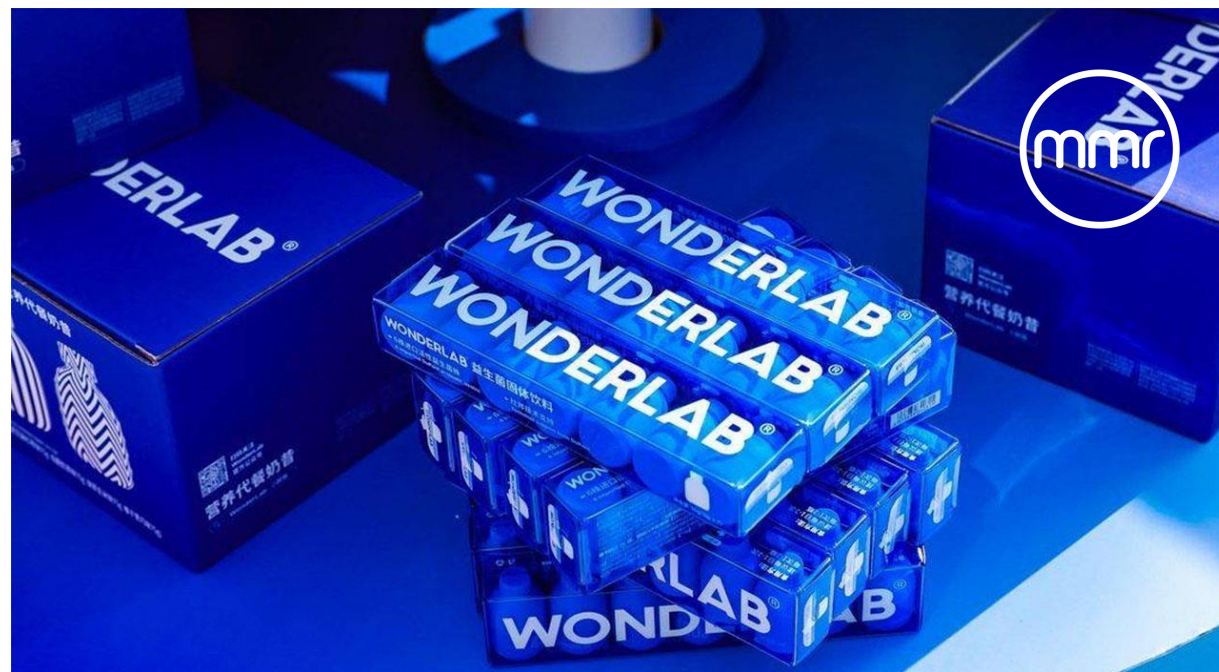
Appearance

Aroma

Taste

Texture

WONDERLAB®



Sound

Appearance

Aroma

Taste

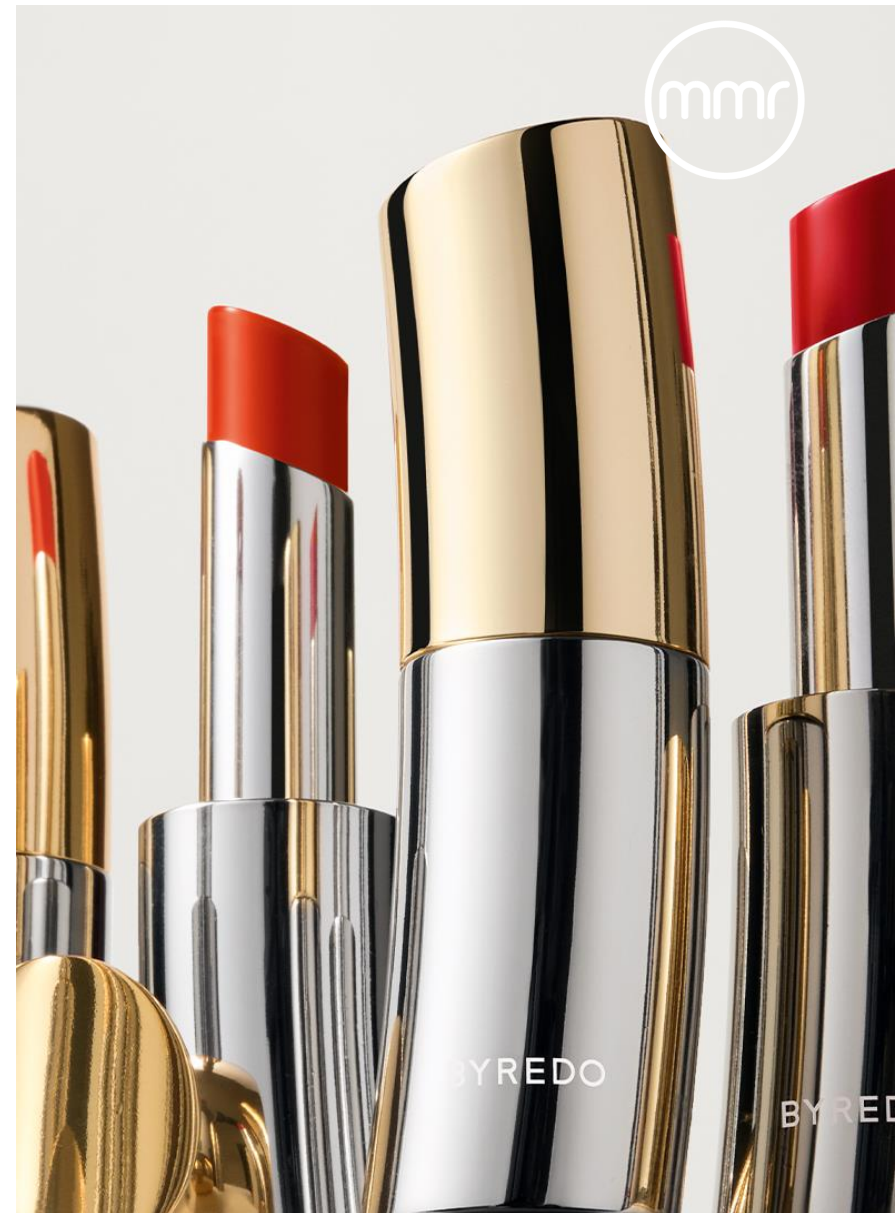
Texture



Sound



Aroma



Taste

Texture

Appearance

Meta Lite

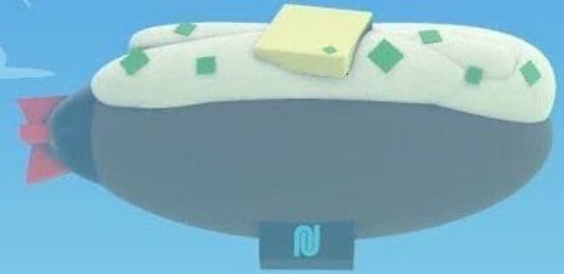
MILLER LITE PRESENTS:
THE FIRST BIG GAME AD
IN THE METAVERSE 2/13
BAR OPEN 2/7

BAR

MEANT FOR 21+



WELCOME TO THE WENDYVERSE!



Wendy's menu items

SUNRISE CITY
HOT CITY VILLAGE



NOMADICA *Rosé*

NOMADICA *White*

NOMADICA *Red Blend*

NOMADICA *Sparkling Red*

NOMADICA *Sparkling White*



Sound



Appearance



Aroma



Taste



Texture



Making Sense

Visual Product Theatre


Sound


Appearance


Aroma


Taste


Texture

Making Impact with Appearance



Galaxy Chocolate

Smooth, curved edges
cue a CREAMY texture



Walkers Max Crunch

Deep, thick ridges cue a
CRUNCHIER experience



Sun-maid Bites

Visible layers and
ingredients cues a
MULTI-SENSORY
experience



Molton Brown Oudh Accord & Gold

Gold flecks shimmer on
shelf, helping the
product to STAND OUT
and cues a LUXURIOUS
experience



Del Sol Colour Changing Nail Polish

Color changes in the
sunshine, creating a
PEAK MOMENT, making it
MORE MEMORABLE





Sound

Appearance

Aroma

Taste

Texture



Creating Buzz

Cueing Nature. Implicating Taste.





A Viral Hit

Sound

Appearance

Aroma

Taste

Texture

The Power of Appearance



New opportunities

Capture People's Attention

Break design codes
Bring on pack
body language
Engineer visual
product theatre

Elevate Perceived Realities

Safeguard taste and
general appeal by
exploring modifications
to appearance

Research *full* experience

Extend understanding
of the *full* consumer
journey
Measure and modify
every sensory moment!





Making Sense

What next?


Sound


Appearance


Aroma


Taste


Texture

Next up: Power of Aroma

A photograph of a slice of orange floating in clear water with many bubbles, set against a light blue background.

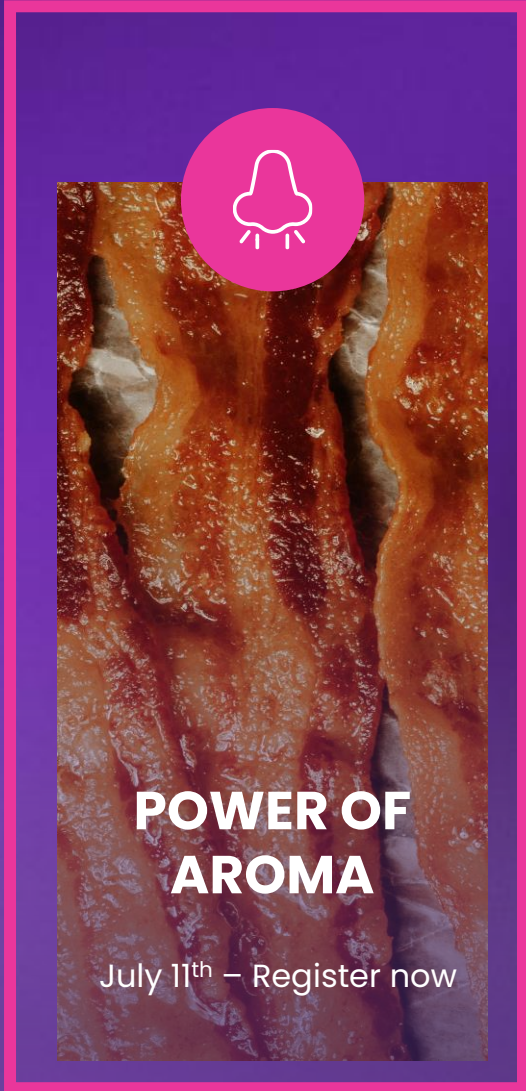
POWER OF SOUND

Coming up right after this show.

A close-up photograph of fresh raspberries and pieces of dark chocolate with nuts.

POWER OF APPEARANCE

June 6th – Register now

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

POWER OF AROMA

July 11th – Register now

A photograph of several golden-brown cinnamon rolls with white sugar sprinkles.

POWER OF TASTE

September 12th
Register now

A photograph of a soft-serve ice cream cone with white vanilla ice cream, caramel sauce, and a waffle cone base.

POWER OF TEXTURE

October 17th
Register now

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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groups of
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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 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

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

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 Sense

**Power of Aroma
Join us on 11th July**

