

Making Sense

The Power of Taste

Starting shortly...





Making Sense

The Power of Taste

Her Majesty Queen Elizabeth II

"Her clarity of thinking, capacity for careful listening, inquiring mind, humour, remarkable memory and extraordinary kindness invariably left me conscious of the blessing that she has been to us all."

- Archbishop of Canterbury



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)

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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
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top tier, but in our considered
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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.

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

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**“Brand
building will
get harder.”**

Scott Galloway, 'Post Corona'.



Sound



Appearance



Aroma



Taste



Texture



**“Our product is
our *number one*
marketing tool.
I think a lot of
FMCG forget this.”**

**Nicola Matthews.
Tony’s Chocolonely.**




Sound


Appearance


Aroma


Taste


Texture



Sound

Appearance

Aroma

Taste

Texture



“Taste is king!”



Sound



Appearance



Aroma



Taste



Texture



A collaboration with perfumery Imaginary Authors



Sound



Appearance



Aroma



Taste



Texture



AWE & WONDER

POTENT & PROVOKING

COMPLEX & COMBINED



Sound



Appearance



Aroma



Taste



Texture

AWE & WONDER



Sensory Seekers are here!



AWE & WONDER

mmr



Sound



Appearance



Aroma



Taste



Texture

AWE & WONDER



“Whimsical shapes & colors and a very mysterious ‘Dream Flavored’ description create intrigue and wonder.”



Sound

Appearance

Aroma

Taste

Texture

AWE & WONDER



**“A great escape
into the sparkling
unknown.”**



Sound



Appearance



Aroma

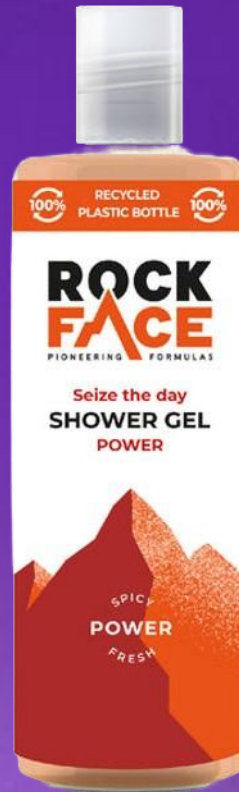


Taste



Texture

POTENT & PROVOKING



Sound



Appearance



Aroma



Taste



Texture



“Taste Challenge...”



Sound



Appearance



Aroma

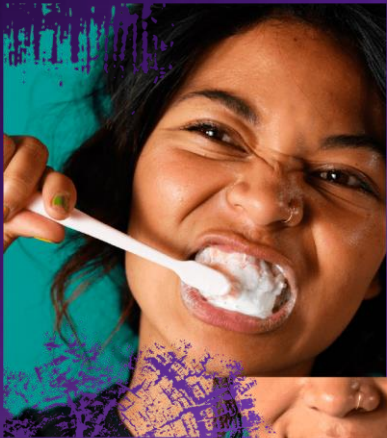


Taste



Texture

POTENT &
PROVOKING



“Spice it up!”



Sound



Appearance



Aroma



Taste



Texture

**POTENT &
PROVOKING**



**“While I wasn’t watching,
mayo’s day had come and
gone. It’s too basic for
contemporary tastes —
pale and insipid and not
nearly exotic enough for
our era of globalization.”**

Sally Hingston. Phillymag.com




Sound


Appearance


Aroma


Taste


Texture



Sound



Appearance



Aroma



Taste




Texture



 Sound

 Appearance

 Aroma

 Taste

 Texture




Sound


Appearance

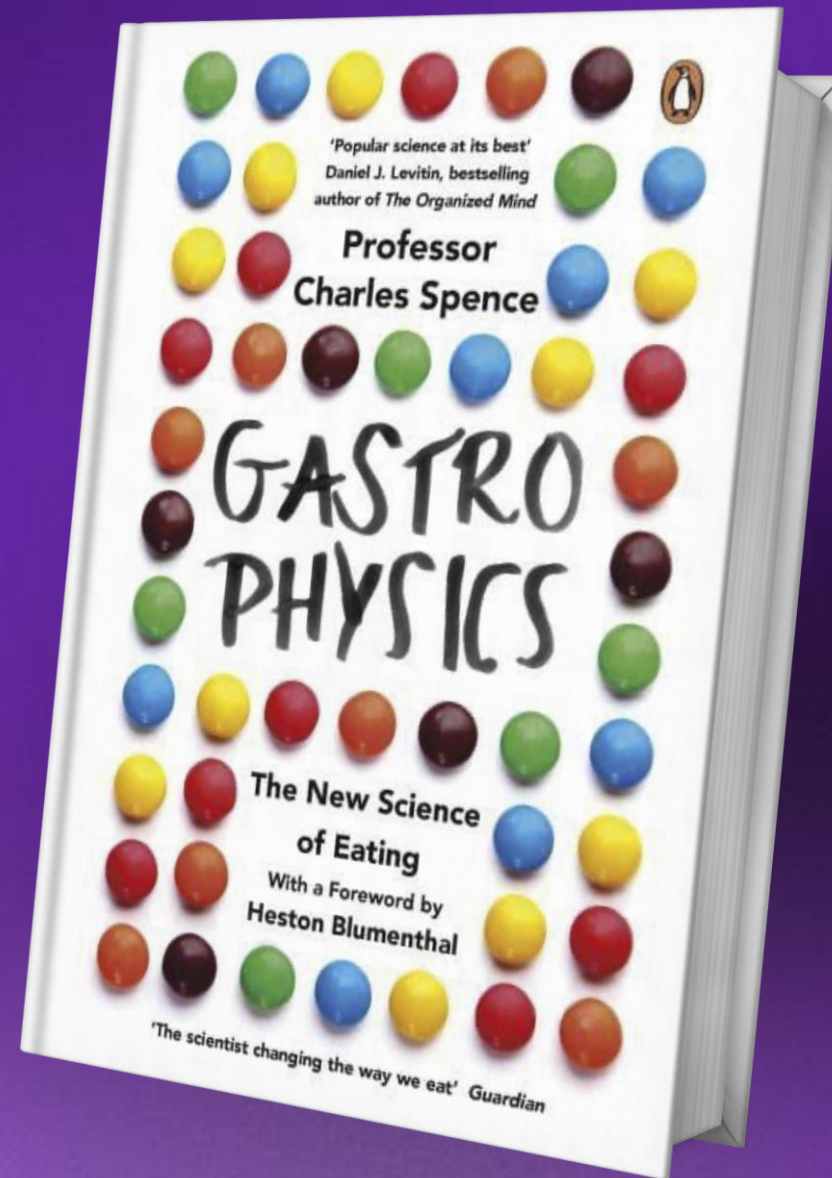

Aroma


Taste


Texture



“Ultimately it is the interaction between what is in the **mouth** and what is in the **mind** that determines what the final tasting experience is like – and how much we enjoy it.”



COMPLEX &
COMBINED



“No
Way!”



Sound



Appearance



Aroma



Taste



Texture

COMPLEX &
COMBINED



“42% of U.S consumers selected *flavor pairings* as the single most motivating driver of choice!”



Sound



Appearance



Aroma



Taste



Texture

**COMPLEX &
COMBINED**



**“Rhubarb was the
most used flavor
profile on dessert
menus.”**




Sound


Appearance


Aroma


Taste


Texture

COMPLEX &
COMBINED

“Consumer palates are evolving and expanding beyond just the traditional, with tastes diversifying from sweeter and less bitter to richer and more complex, providing experiences for which they are willing to pay a premium.”



Sound



Appearance



Aroma



Taste



Texture

**COMPLEX &
COMBINED**



**“Easy-to-drink smooth
refreshing finish, a
golden cloudiness and a
subtle, fruity aftertaste.”**



Sound



Appearance



Aroma



Taste



Texture

**COMPLEX &
COMBINED**



“Plethora delights with a gentle acidic tartness to keep you refreshed on a sunny day.”

Hopculture.com



Sound

Appearance

Aroma

Taste

Texture

**COMPLEX &
COMBINED**



**“Berliner Weisse–
influenced kettle sour
emulates the flavors
of the classic Greek
yoghurt dip.”**



Sound



Appearance



Aroma



Taste



Texture



On the case...




Sound


Appearance


Aroma


Taste


Texture

MYSTERY FLAVORS



Sound

Appearance

Aroma

Taste

Texture

MYSTERY FLAVORS



Sound

Appearance

Aroma

Taste

Texture

MYSTERY
FLAVORS



Sound

Appearance

Aroma

Taste

Texture



Case for conundrums...


Sound


Appearance


Aroma


Taste


Texture



**PEOPLE SEEKING
AWE AND WONDER**

**QUEST FOR PEOPLE'S
ATTENTION**

**GIFT FOR SOCIAL MEDIA
INFLUENCERS**

**HARD TO BEAT
BENCHMARK FLAVORS**

**NUDGES HIGHER BRAND
ENGAGEMENT**





Not easily solved...





Sound


Appearance


Aroma


Taste


Texture

MYSTERY FLAVORS



Sound

Appearance

Aroma

Taste

Texture

MYSTERY
FLAVORS



MYSTERY BAR 01

Raspberry
Ripple



Sound



Appearance



Aroma



Taste



Texture

**MYSTERY
FLAVORS**



MYSTERY BAR 02

**Parma
Violets**



Sound



Appearance



Aroma



Taste



Texture

**MYSTERY
FLAVORS**



FUSSY DEODORANT

**Parma
Violets**



Sound



Appearance



Aroma



Taste



Texture



Social Listening




Sound


Appearance


Aroma


Taste


Texture

MYSTERY FLAVORS



“These mystery flavors are so good. I’m excited for the next ones! Also, are any of these going to become flavors that are going to stay or gone forever?”

 @northernsoda



Sound



Appearance



Aroma



Taste



Texture

MYSTERY FLAVORS



“I seriously hate marketing like this. Just tell me what the flavor is instead of trying to scam me to buy it and probably not like it.”



@wendywarrrior



Sound



Appearance



Aroma



Taste



Texture



Sound



Appearance



Aroma



Taste



Texture



“The quest for authenticity.”

Coffee flavor can be an artificial affair but Nestle wanted something better for its ice cream. [Watch the full story](#)



Sound



Appearance



Aroma



Taste



Texture



**PUSH MAINSTREAM
BOUNDARIES**

**MULTITUDE OF
PRODUCT STRATEGIES**

**AUDIT THE *FULL* USER
EXPERIENCE**

**ACTIVATE SOCIAL
LISTENING**

Next Up: Power of Taste



POWER OF SOUND

Take your brand off mute!



POWER OF APPEARANCE

How to shift perceptions



POWER OF AROMA

Short cut to emotion!



POWER OF TASTE

Move the mainstream!



POWER OF TEXTURE

October 17th
[Register now](#)

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