



Making Sense

The Power of Aroma

Starting shortly...





Making Sense

The Power of Aroma





Welcome

Let's make more
memorable,
multisensory
product experiences!



Sound



Appearance



Aroma



Taste



Texture




Sound

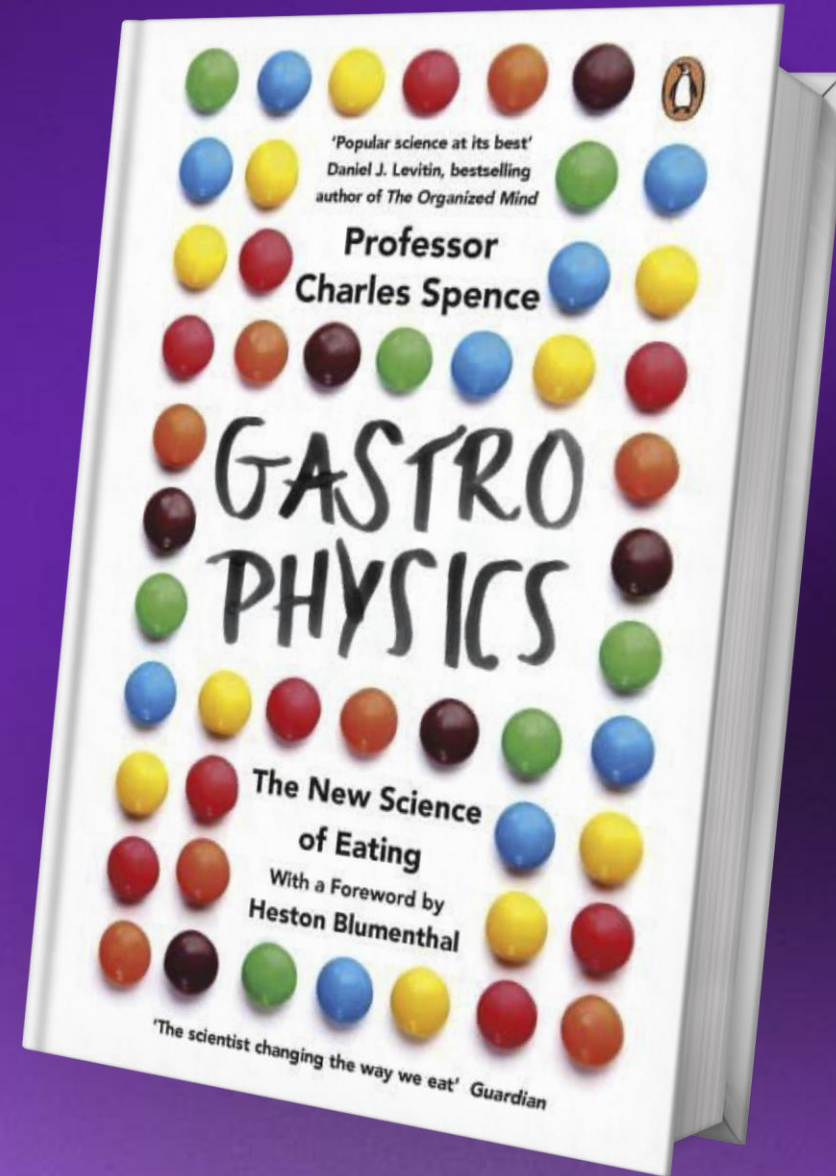

Appearance


Aroma


Taste


Texture

“...the olfactory receptors in our noses are actually an extension of our brain.”





2030




Sound


Appearance


Aroma


Taste


Texture




Sound


Appearance


Aroma


Taste


Texture



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Texture

The Flavour Saviour Kit, by GUSTO



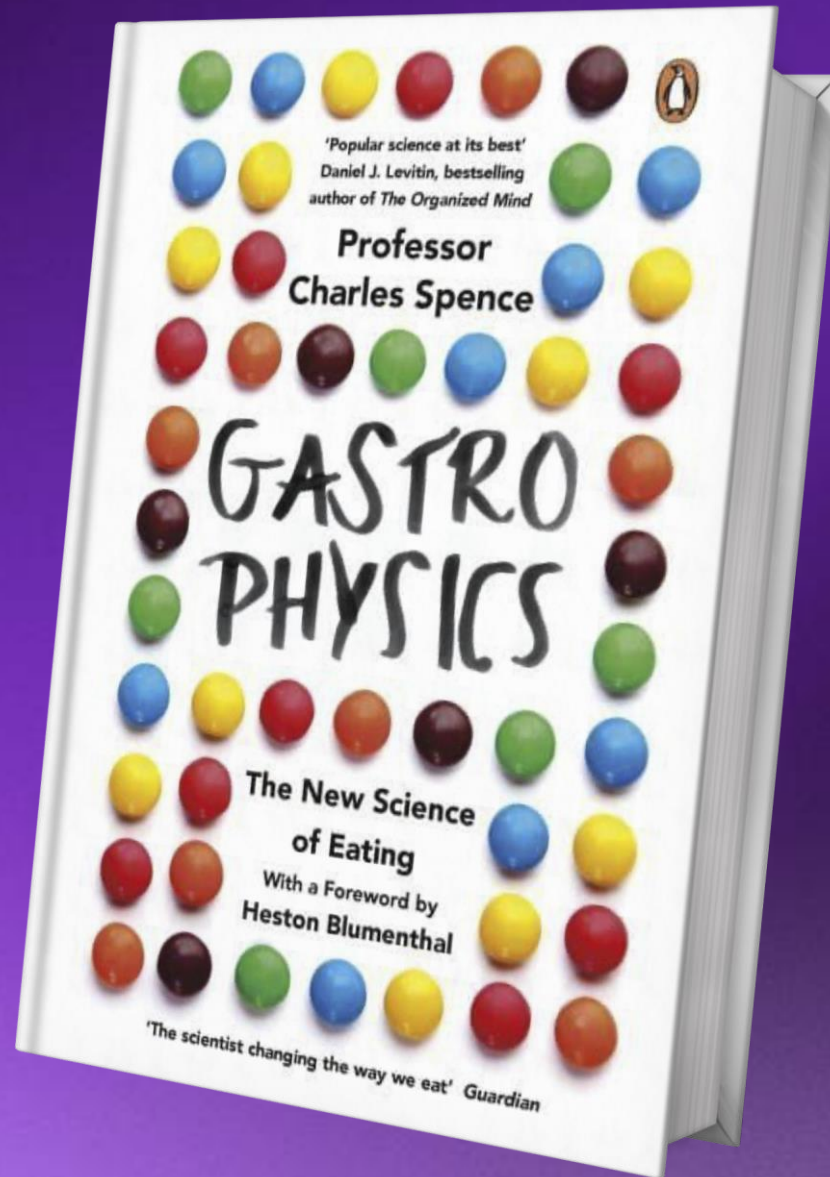
Sound

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Aroma

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Texture



 Sound

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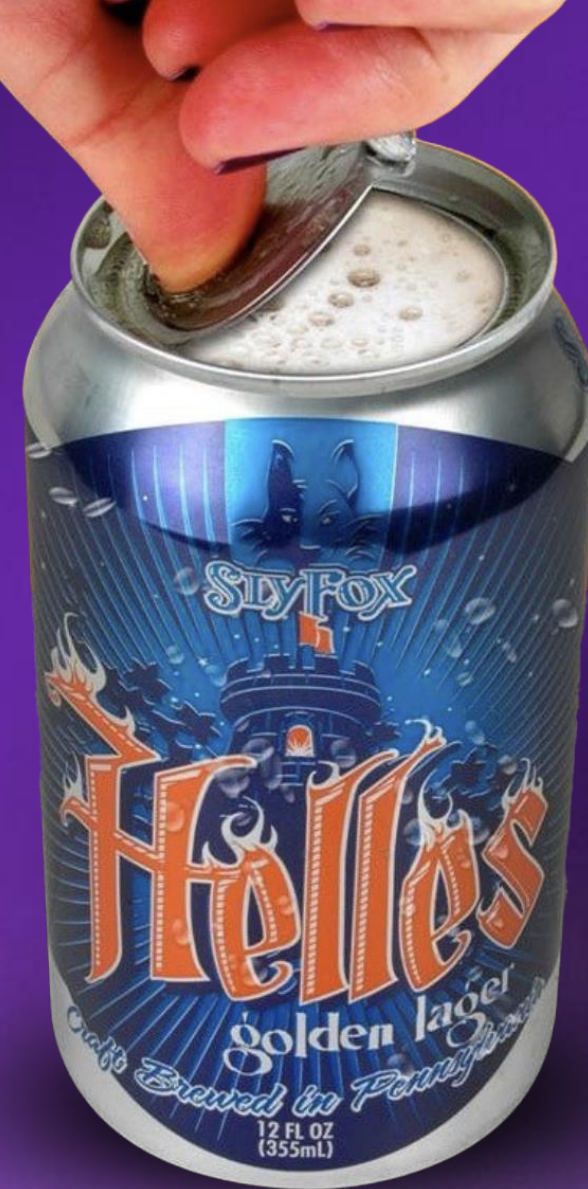
 Aroma

 Taste

 Texture



Crown's 360 End[®] The World's First Full Aperture End



Sound

Appearance

Aroma

Taste

Texture



**“You get that
initial aromatic
hit!”**



Sound

Appearance

Aroma

Taste

Texture




Sound


Appearance


Aroma


Taste


Texture



Aroma that bolsters perceived value



Sound

Appearance

Aroma

Taste

Texture




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Welcome

WGSN

Tamara Leguia



Consumer Forecast

Beauty Personas 2024

After a prolonged period of uncertainty, six newly adapted and intentioned beauty personas will emerge in 2024 with adjusted priorities that brands must know now in anticipation of their evolved beauty needs and product demands

Clare Yong
04.07.23 | 10 slides

WGSN

Future Strategies

Big Ideas 2024: Beauty

Beauty routines and products will be reshaped by care culture, dual realities and a desire to make the world better. Inclusivity will dominate narratives, breaking old codes and inspiring new collaborations. Here are the six need-to-know directions that will impact the industry in 2024

Clare Yong
04.07.23 | 10 slides

WGSN

Future Of

Intelligence: Future of Fine Fragrance 2025

With more consumers now looking to make conscientious purchases that make a difference, the future of fragrance will see scents that support physical health, mental wellbeing and sustainably backed ingredients come into the spotlight

The WGSN Beauty Team
04.07.23 | 10 slides

WGSN

Beauty Forecast S/S 24:

SenseScapes

Our three Beauty Forecasts outline the innovations and lifestyle drivers that will shape all product categories in S/S 24. SenseScapes explores the merging of the old and new, natural and artificial to forge bold beauty narratives, create hyped-up solutions and open new realms of opportunity

Nancy Probert & Clare Yong
04.07.23 | 11 slides

WGSN

Future Strategies

LATAM Colour Forecast S/S 24

Discover the five must-have colours for LATAM in S/S 24, where uplifting brights, timeless neutrals and refined mid-tones will feed into consumer desire for optimism and stability

Clare Coulson
04.07.23 | 8 slides

WGSN

Ones to Watch 2023: Clean & Green Fragrance

Clean and green perfumes are the next new normal in the fragrance category. Conscious consumers are embracing brands that are transparent, trustworthy, safe and planet-friendly. Discover five perfume brands that embody these principles

The WGSN Beauty Team
04.07.23 | 8 slides

WGSN



Sound



Appearance



Aroma



Taste



Texture



Bvlgari's Allegra Collection



 Sound

 Appearance

 Aroma

 Taste

 Texture



Bvlgari's Allegra Collection




Sound


Appearance


Aroma


Taste


Texture



Echelon, by Kimberly New York




Sound


Appearance


Aroma


Taste


Texture




Sound


Appearance


Aroma


Taste


Texture



Forest Lungs, by The Nue Co.




Sound


Appearance

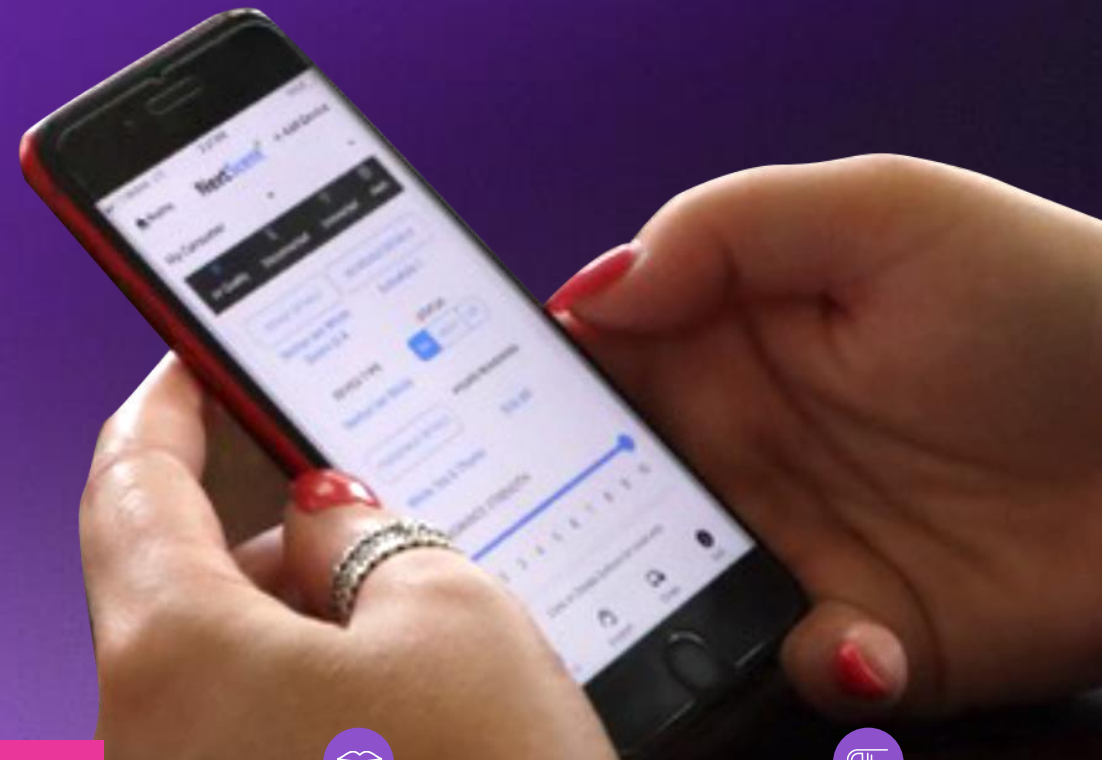

Aroma


Taste


Texture




NextScent's Ventus Home & Ion Purifier



 Sound

 Appearance

 Aroma

 Taste

 Texture



NFC Tags inside Phantom, by Paco Rabanne




Sound


Appearance


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Taste


Texture

WGSN

**EXPAND ON HEALTH-
ASSISTED AROMAS**

**USE FRAGRANCE AS AN
IDENTITY MARKER**

**MAKE THE SCENTED
METAVERSE
ACCESSIBLE**

**HARNESS
BIOTECHNOLOGY TO
BYPASS LAND USE**





Making Sense

The Power of Aroma





P&G Unstoppables



Sound

Appearance

Aroma

Taste

Texture

M&S FOOD



WEIGH HERE

WEIGH HERE

WEIGH HERE

FRUIT & VEG

FRESH MARKET SPECIALS

FRESH MARKET SPECIALS

65p

65p EACH

M&S FOOD

M&S FOOD



Sound



Appearance



Aroma



Taste



Texture



HOT PIZZA

BAKERY

BAKING



THIS IS NOT JUST PIZZA. THIS IS M&S PIZZA.



Sound

Appearance

Aroma

Taste

Texture



MEAT

COOK WITH

COOK WITH
MAKES COOKING
DINNER EASY



WINE

CHILES

FIND YOUR
PERFECT MATCH

M&S
FOOD

Sound

Appearance

Aroma

Taste

Texture



Sound

Appearance

Aroma

Taste

Texture



Sound

Appearance

Aroma

Taste

Texture




Sound


Appearance


Aroma


Taste


Texture

Fermented Snail Noodles.




Sound


Appearance


Aroma


Taste


Texture

Fermented Snail Noodles.



Sound

Appearance

Aroma

Taste

Texture

Fermented Snail Noodles.



Sound

Appearance

Aroma

Taste

Texture

Fermented Snail Noodles.



Sound

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Taste

Texture



Making Sense

The Power of Aroma





**PEOPLE PLACE MORE
VALUE ON AROMA**

**AROMA OFFERS
'COMPETITIVE
ADVANTAGE'**

**FRAGRANCE WILL BE
MORE FUNCTIONAL;
MORE PERSONAL**

**NEW OPPORTUNITIES
IN STORE AND
METAVERSE**

**AROMA SUPPORTS
MULTISENSORY
USER EXPERIENCES**




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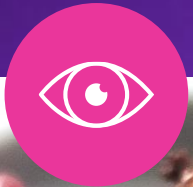

Texture

Next Up: Power of Taste

A photograph of a slice of orange floating in clear water with many bubbles, representing the sense of sound.

POWER OF SOUND

Coming up right after this show.

A close-up photograph of fresh raspberries and pieces of dark chocolate, representing the sense of appearance.

POWER OF APPEARANCE

June 6th – Register now

A close-up photograph of several strips of golden-brown, crispy bacon, representing the sense of aroma.

POWER OF AROMA

July 11th – Register now

A photograph of several golden-brown cinnamon rolls with white sugar sprinkles, representing the sense of taste.

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, representing the sense of texture.

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!**

mental
mers!
led
that can
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ace, and how it
ave the power
p experience.

Cream, you'll
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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
be much sooner.

and's brash color palette
y you. Tony's clearly didn't read
esign 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
lightly brushed signals the
inner foil. It's a delightful and
tative moment - and it serves to
pection 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' 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.



Goodbye.

The Power of Aroma

