



**DEMYSTIFYING**

# **SENSORY SCIENCE**

**How to unlock its power to gain  
competitive edge as an FMCG brand**

**Webinar | 22<sup>nd</sup> November**



# WE ARE FMCG EXPERTS

WE WORK WITH OVER 50% OF THE TOP 50 FMCG BRANDS



WHEREVER THEY HAVE A NEED

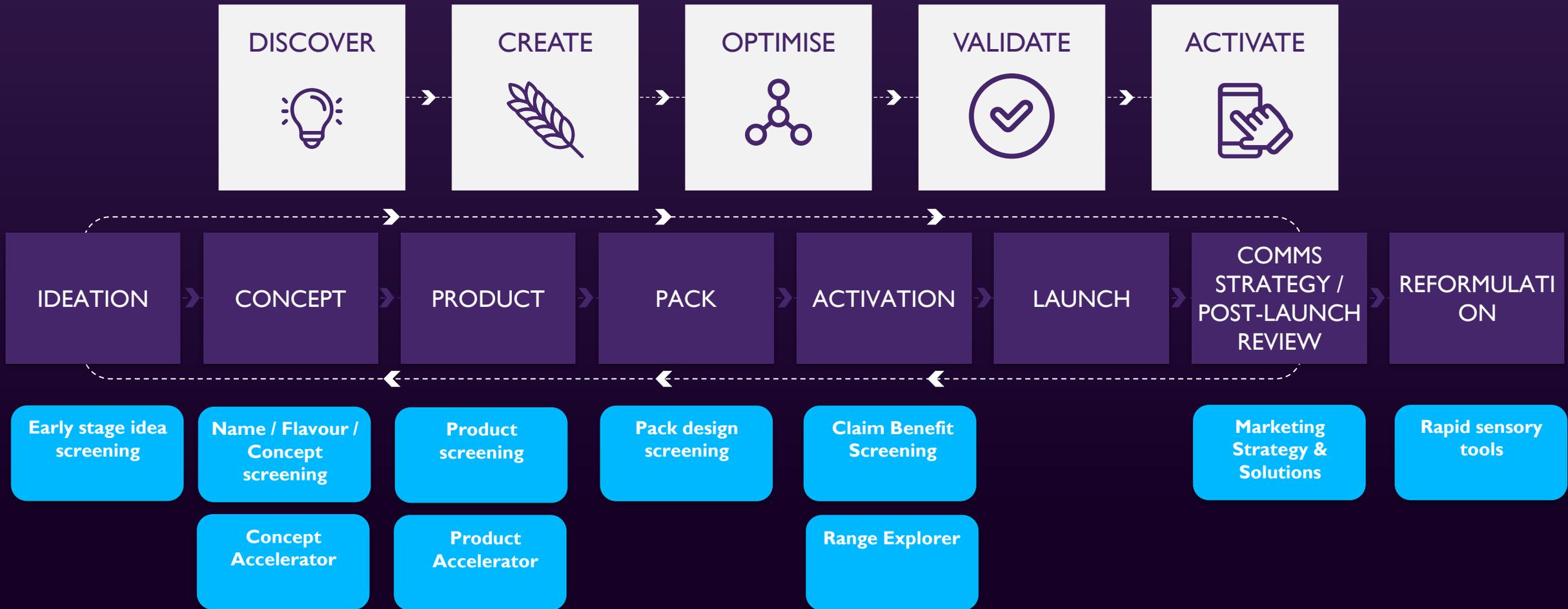


We work with accredited partners who have long-standing relationships with MMR. We have worked with these partners across 65+ countries



# HAVE EXPERTISE & REAL IMPACT ACROSS THE FULL INNOVATION CYCLE.

HELPING CLIENTS FIGHT ORDINARY INNOVATION- SO NO MATTER WHERE YOU ARE IN THE PROCESS, WE'VE THE KNOWLEDGE AND EXPERIENCE TO ADD REAL VALUE.





# BIGGEST SENSORY PARTNER IN ASIA

## SENSORY PANELS



## SENSORY QUAL

QUALITATIVE  
RESEARCH

+

SENSORY  
SCIENCE

=



SENSORYQUAL



Blending the **ART OF QUAL** with the **RIGOUR OF SENSORY SCIENCE** to take us beyond either discipline in isolation



# SEA WEBINAR GUEST SPEAKERS



**KATHERINE MENDOZA**

Consumer Science and Product  
Understanding Lead,  
APAC and China Haleon



**V. BAO DO**

Head of Sensory Consumer Insights  
APAC Symrise AG



## GET IN TOUCH:



**MARGAUX DUCATILLON**

HEAD OF SENSORY ASIA

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**THANK YOU!**

