



DEMYSTIFYING SENSORY SCIENCE

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

Webinar | 22nd November



WE ARE FMCG EXPERTS

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



WHEREVER THEY HAVE A NEED

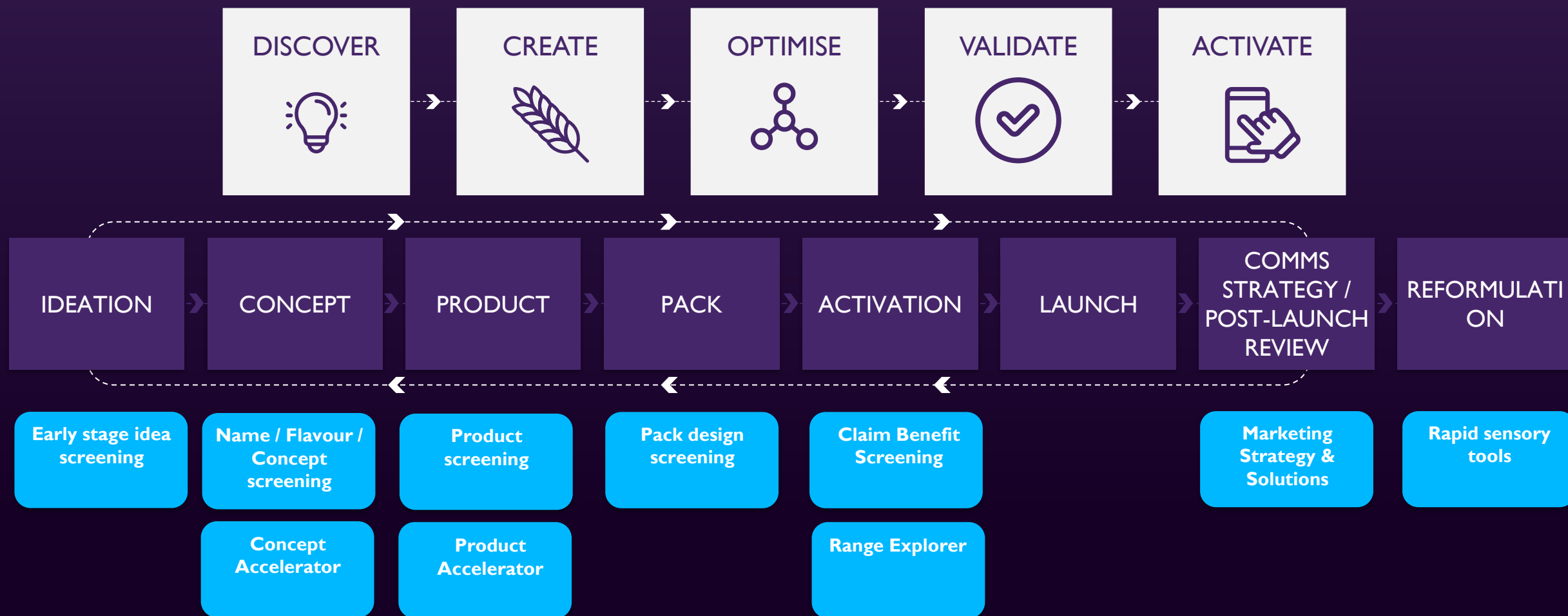


We work with accredited partners who have long-standing relationships with MMR.
We have worked with these partners across 65+ countries



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

4

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



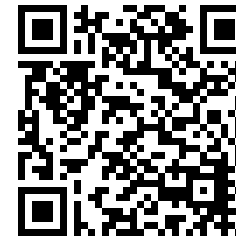
GET IN TOUCH:



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THANK YOU!