



Beyond the brush.

How Sensory Bot™ unlocked a hidden ritual.

The challenge

Haleon's Shanghai Innovation Hub needed sharper consumer understanding to unpack the full product experience, uncover actionable, market-specific insights, and elevate their hero product in a competitive landscape.

The solution

Sensory Bot™ guided consumers through 11 brushing moments in a home-use test, asking 36 adaptive prompts and capturing over 147,000 words across US and Chinese markets. Its dynamic probing uncovered rich sensory, emotional, and functional insights that traditional surveys could not capture.

The result

Consumers described every detail of their brushing experience – from taste and cleaning efficacy to sensitivity protection – revealing a holistic, interconnected ritual. These insights enabled Haleon to optimize the product, communicate functional benefits more effectively, and tailor messaging to local cultural nuances.

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We discovered elements about the product experience we never knew about, didn't consider before, and have certainly **never measured in a survey**.

We really liked how the comparison against our key competitor was pulled out... the difference comes from looking at how integrated **core elements of the value proposition** are in the rest of the product experience. The language consumers used tells us so much about their **deep-seated cultural values and expectations**... about the product's role in the consumer's world.”



Global Consumer Science &
Product Experience Lead
Haleon