

Consumer insights

Through tailored research designs, clients gain an in-depth understanding of consumers' interactions and perceptions of their products and packaging

Product innovation

Concept creation and evaluation

Product optimisation



Consumer acceptability, sensory characterisation and segmentation

In-home trials and consumer stories

Packaging and labelling

Packcept evaluation

In-situ usage and storage

Claim substantiation

Product concept fit

Impact of brand and packaging on consumers' expectations and product experience



Multi-sensory marketing



Sensory brand signature

Cross modal relationships