

QUIRKS LONDON 2020

Sense & Sensibility

A story of new flavor ideation and concept innovation

 TAKASAGO

 **remesh**



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Outline



1

Challenges from
Flavor House
Perspective

2

Introduction to
Remesh Platform

3

Learnings &
Insights

4

Final Thoughts...

A hand holds a glowing lightbulb. Inside the bulb, a human brain is depicted with glowing neural connections. Below the brain, several interlocking gears are visible, symbolizing the process of innovation and idea generation. The background is a warm, orange-toned bokeh with a network of glowing nodes and lines, suggesting a digital or technological environment. A laptop is partially visible in the background, blurred.

As a flavor ingredient company, we are often asked by our food & beverage clients to identify new flavor ideas and build new concepts



**Breakthrough
Insights**

**Limited
Resources**

**Activation
Speed**

Key Challenges



Challenge #1: Breakthrough Insights

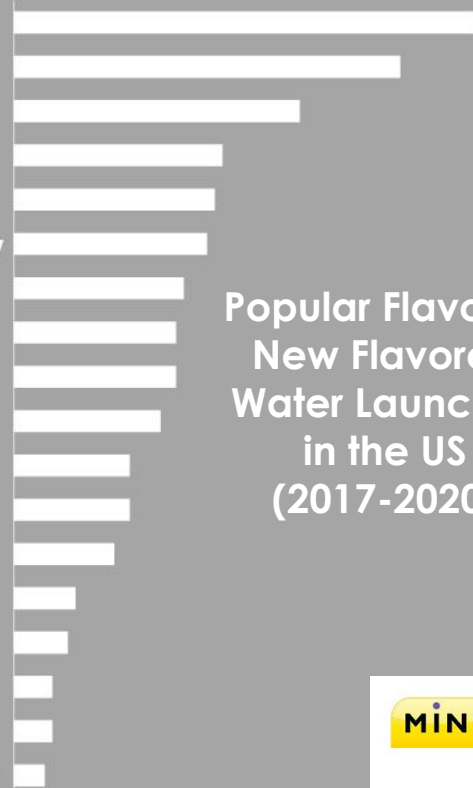
Consumers don't know what they don't know. They tend to stick with what they are familiar with.

It is difficult to get breakthrough flavor ideas from consumers through traditional research approaches

Typical Flavor Ideas from Consumers



- Lime
- Lemon
- Grapefruit
- Raspberry
- Watermelon
- Black Cherry
- Peach
- Strawberry
- Orange
- Berry
- Pineapple
- Mango
- Blackberry
- Apple
- Cranberry
- Mango
- Coconut
- Passionfruit



Popular Flavors –
New Flavored
Water Launches
in the US
(2017-2020)

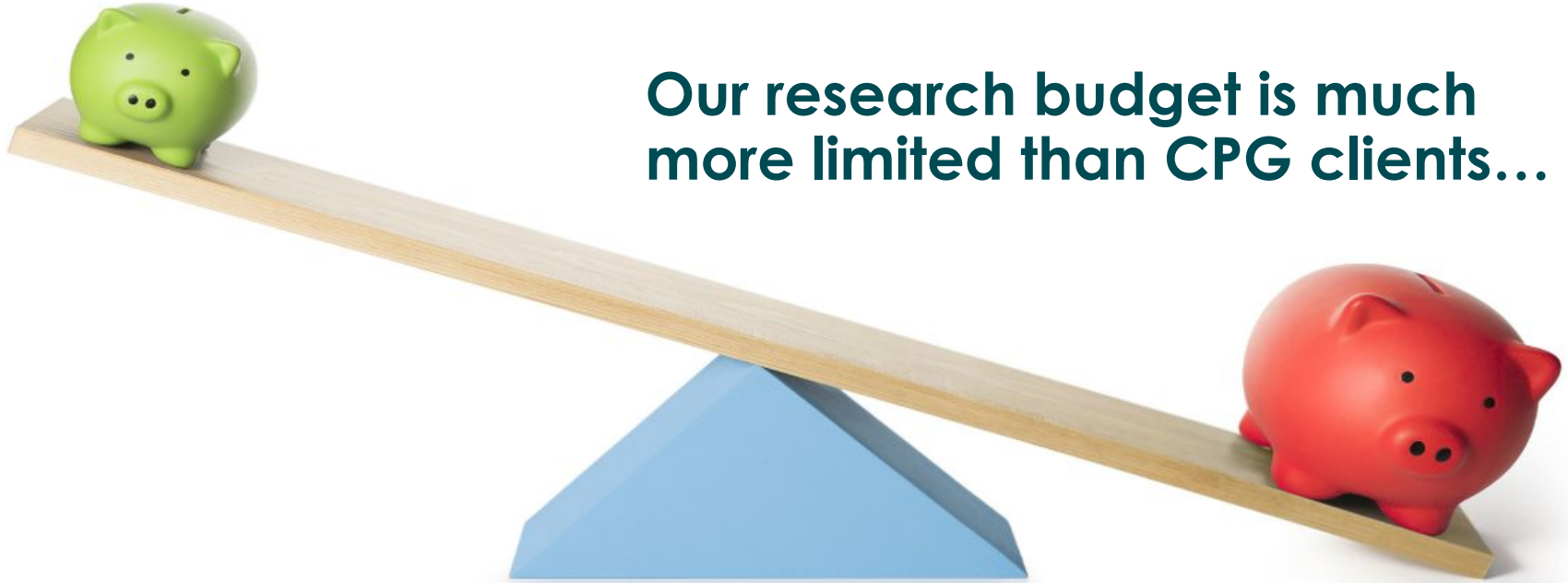




**Need a different
approach to engage
with consumers for
innovative flavor ideas**

Challenge #2: Limited Resources

Our research budget is much more limited than CPG clients...



**Need a cost-effective tool to gather
breakthrough insights with less....**



Challenge #3: Activation Speed

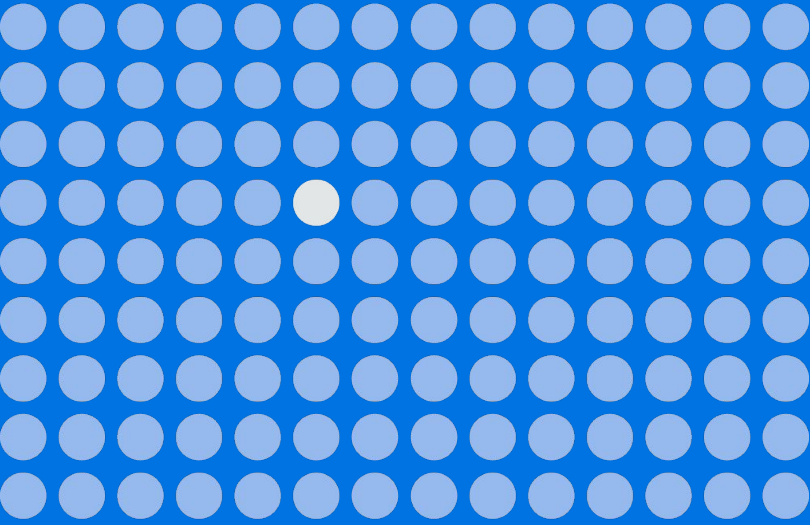
Need an innovative tool
that allows us to get
insights fast so we can
activate quickly



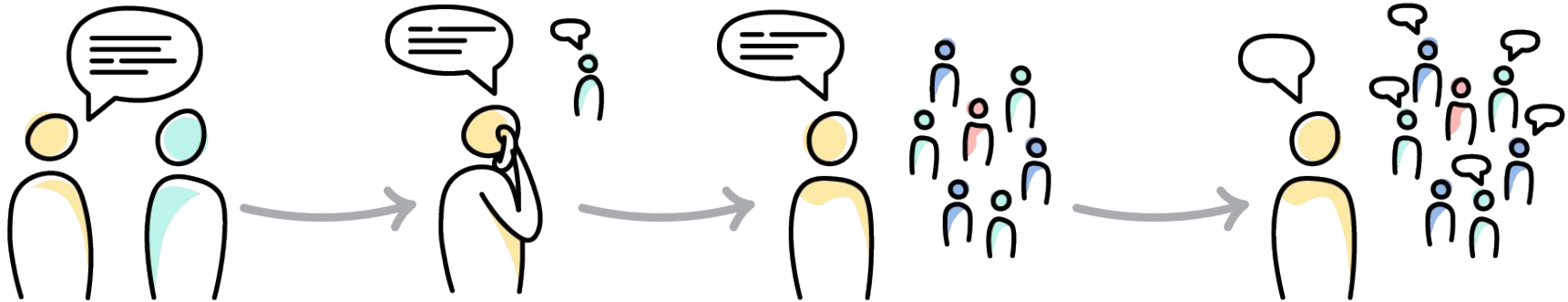
S P E E D

Flavorful Methodology

A unique approach to research



The evolution of conversation



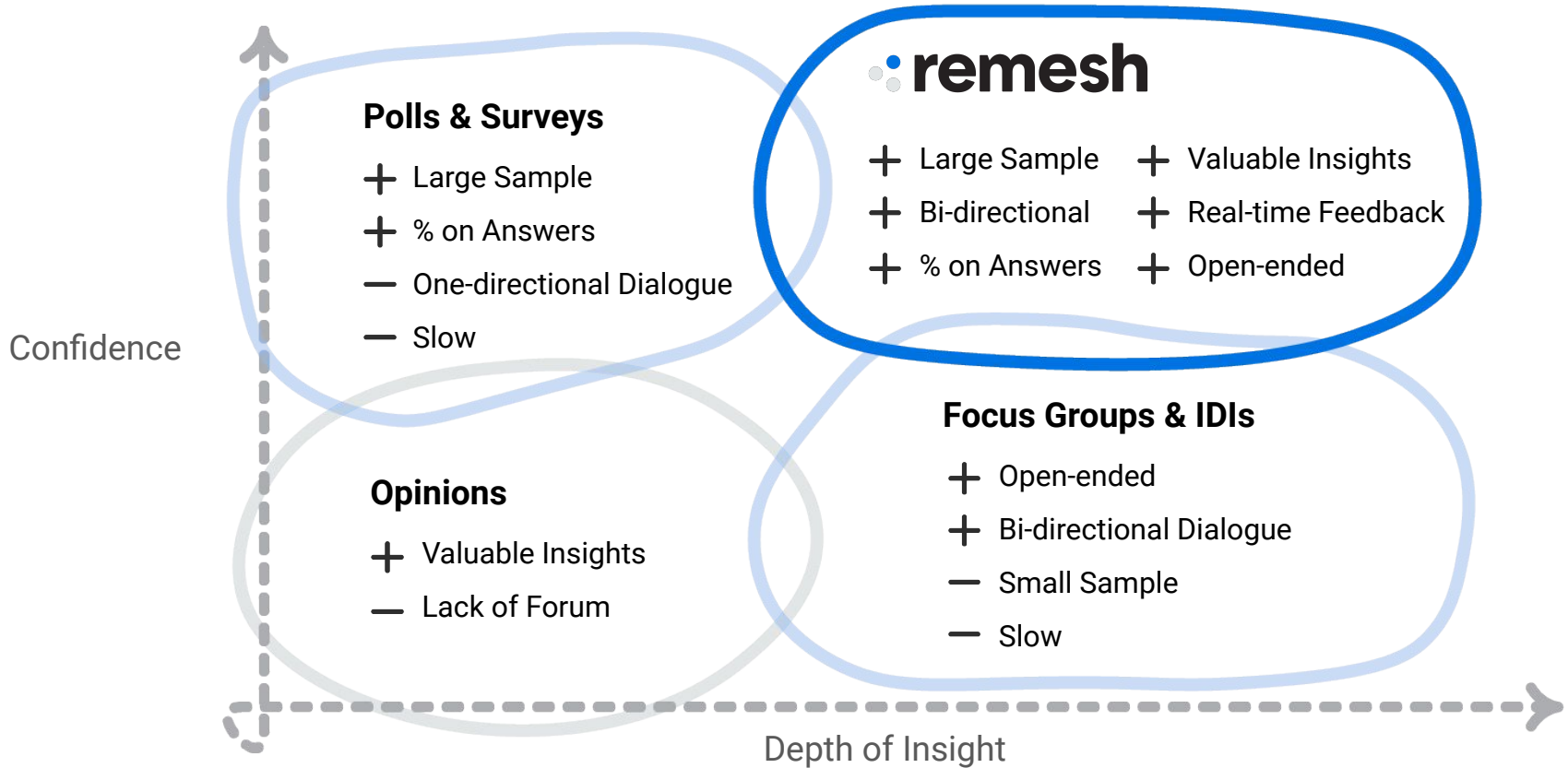
**In-person
Conversation**
One-on-one

**Long Distance
Conversation**
One-on-one

**One-directional
Communication**
One-to-many

**Two-directional
Conversation**
One-to-many
Many-to-one

The best of both worlds



Polls & Surveys

- + Large Sample
- + % on Answers
- One-directional Dialogue
- Slow

remesh

- + Large Sample
- + Valuable Insights
- + Bi-directional
- + Real-time Feedback
- + % on Answers
- + Open-ended

Opinions

- + Valuable Insights
- Lack of Forum

Focus Groups & IDIs

- + Open-ended
- + Bi-directional Dialogue
- Small Sample
- Slow

Agile.

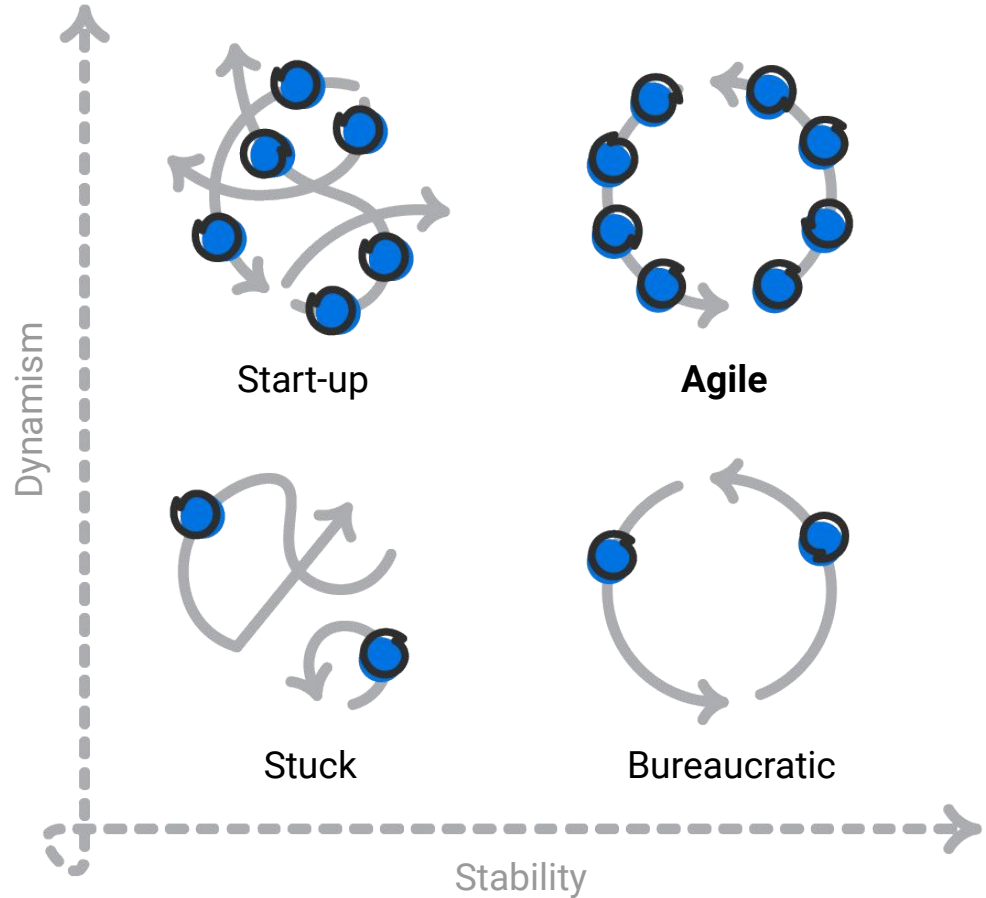
Get to the next decision quickly & efficiently.



Process

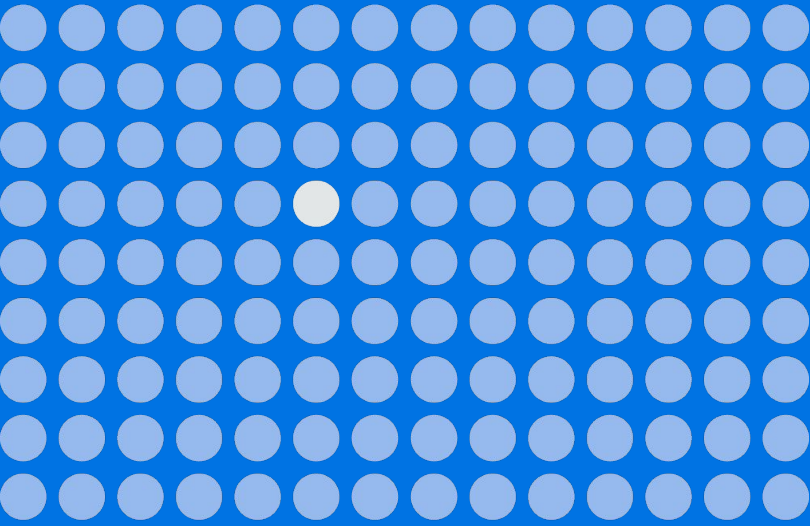


Learning / Decisions



A Taste for Innovation

Real-time consumer insights



Research Objectives

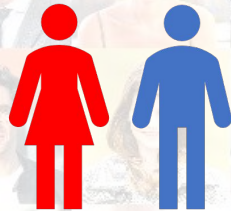
- ✓ Identify what's new and next for flavors in 2020
- ✓ Gauge consumer reaction to new product concepts and brainstorm improvement ideas
- ✓ Assess consumer feedback on emerging product trends



Consumers.....



71%
Female



29%
Male

33%

38%

29%

114 "flavor explorers"
In the US



Younger Adults
25-34 years old



Adults
35-44 years old



Mature Adults
45-54 years old

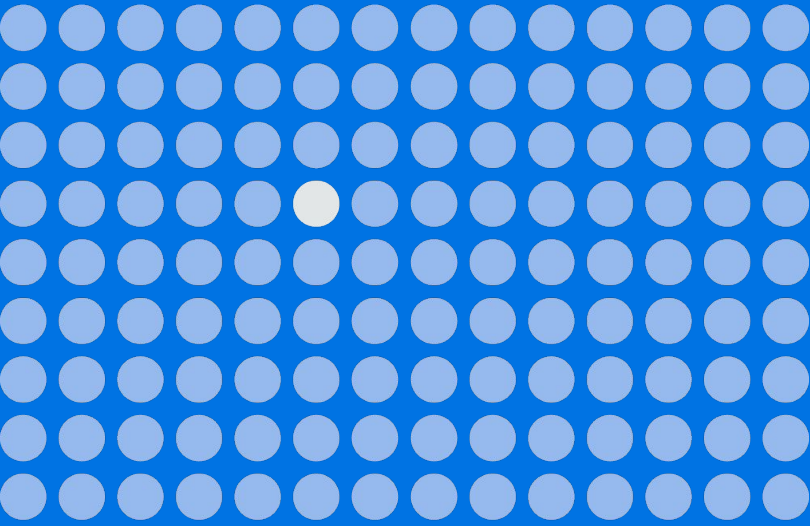
- Love to try new foods
- Often buy products with new flavors

live.remesh.chat/p/takasago



Delicious Insights

Probing for deeper ideas



Group Opinion



Individual Interest

Trending Flavors for 2020

Flavor Pairing Ideas



Probe on Authentic Flavors.....

*"All Natural;
No Artificial
Added"*

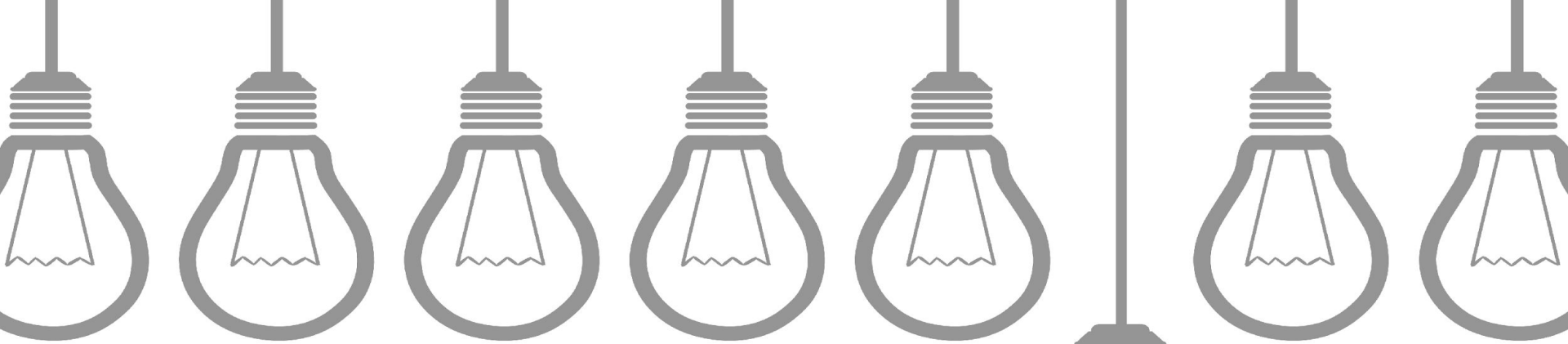
*"Come From
the Root of
the Place"*

*"Taste like it
comes straight
from the area"*

*"No Other Flavor
That Taste Anything
Like It"*

*"Home
Grown"*

*"True to How it is
Originally Made"*



Energy drinks that help you 'Stay Hydrated', by acting like a sport drink while providing you with added energy. Feel free to join your favorite sporting activities everyday.



*Do it without caffeine.
Don't want caffeine
in my Gatorade*

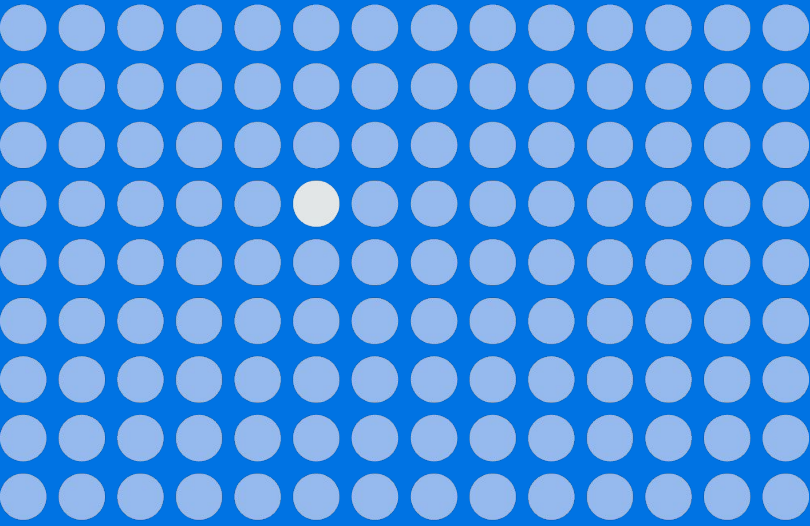
*Need to explain how it
is more effective than
water or Gatorade*

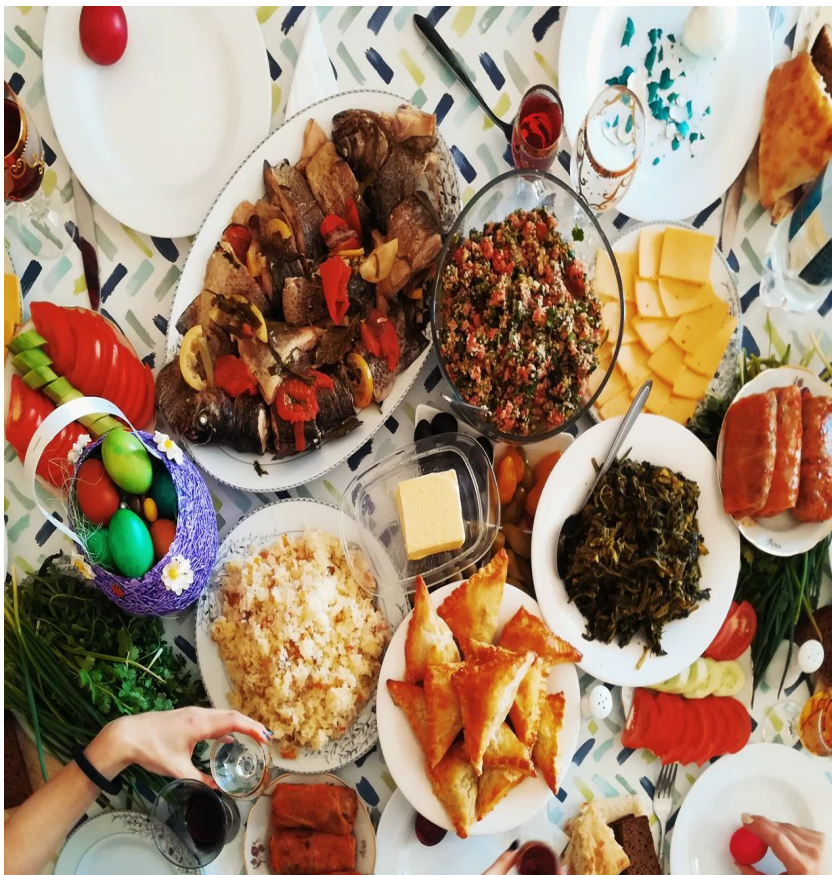
*Make sure it is
not loaded
with sugar like
other sport
drinks*

*Make sure there are
variety of flavors*



Collaboration & Innovation





Key Takeaways

- Explore new approaches.
- Take a seat with a plan.
- Actively share results >> iterate and improve
- Beta test together

Thank You



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