

A woman with long brown hair, wearing a white and blue striped t-shirt, is leaning forward and looking thoughtfully at shelves in a store. Her hand is resting on her chin. The background is filled with shelves of products, slightly out of focus.

MODELING THE 360° CONSUMER EXPERIENCE :

Measure each step of your
consumers' brand and
product journey.

 FlavorWiki

Your customer,

IN FOCUS

ABOUT FLAVORWIKI

30
Languages

100+
Countries Worked In

2017
Founded

50+
Multinational Clients

50+
Team Members

100% Digital Platform
powered by machine learning and
patented A.I.

**One Streamlined
Platform**
to manage & control all your data
needs in one place.

Real-Time Analytics
across all purchase drivers

Worldwide Community
consumer studies with or without
product tasting



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Founder & CEO

Trusted By Global Brands



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THE 360° CONSUMER EXPERIENCE

Mapping the full consumer experience cycle, from first impression to re-purchase.

Food & Beverage: Heavily Competitive Space

Consumers want:

- **Healthy**
- **Sustainable**
- **Affordable**
- **Tasty**

Brands must constantly innovate:

- **Innovate recipes**
- **Change package**
- **Adapt messaging**
- **Update brand image**

New Pepsi logo uses more black to push low-sugar message

Posted by: Emma Hall in Advertisers, News 28 days ago 0

Pepsi has launched a new logo, with claims that it reflects the brand's "boldness and energy" while magically connecting it to pop culture and being more digital.

on the can, deliberately bringing the look zero sugar variants. In the UK and Ireland, the sugar content of its classic drink by name potassium and sucralose – and others in the process.



HFSS

Can Cadbury make a success of its healthier Fruitier & Nuttier treats?

By Niamh Leonard-Bedwell | 26 February 2023

Cadbury's non-HFSS NPD promises a treat "without compromise"

Cadbury Dairy Milk has taken the plunge on HFSS. Last week, it launched its first compliant range, Fruitier & Nuttier.

It's the result of a year of development by Britain's biggest chocolate maker. Cadbury finally cracked the nut of HFSS compliance in confectionery. How will it sell?

In a wider context, these latest launches are only part of how Cadbury is tackling HFSS. Mondelez plans to tackle HFSS rules. It has been refining a technology to cut the amount of sugar and fat from its chocolate and biscuit brands.

FOOD AND DRINKS

Packaging sustainability – The key to meeting Nestlé's climate commitments

Deniza Cristian 22/02/2023 | 13:16

Nestlé, the world's largest food and beverage company, has reduced its carbon dioxide emissions by more than 4 million tonnes in 2021 – equivalent to the annual consumption of 870,000 cars – or about 11% of all small vehicles on the road in Romania last year.

To achieve this, Nestlé is transforming every aspect of its business – from fuelling trucks with biogas from organic waste, to using 100% renewable electricity for factory production, to creating packaging

BUT HOW CAN BRANDS KNOW WHERE TO TAKE ACTION?

Traditional research is “Siloed”

- Blind tests to evaluate sensory attributes
- Branded tests to evaluate performance
- Qualitative studies to evaluate packaging
- Ad testing, price analysis and more...

But what part is the most important to a consumer’s purchase decision?



REAL 360° UNDERSTANDING OF THE CONSUMER JOURNEY



Is your ad motivating your consumer to make a purchase?

Is your product easy and pleasant for consumers to find?

Are you meeting price expectations for your consumers?

Is your package designed in the right way to satisfy your consumers?

Do you understand the product attributes that consumers care about the most?

Are you able to measure re-purchase intent in an actionable way?

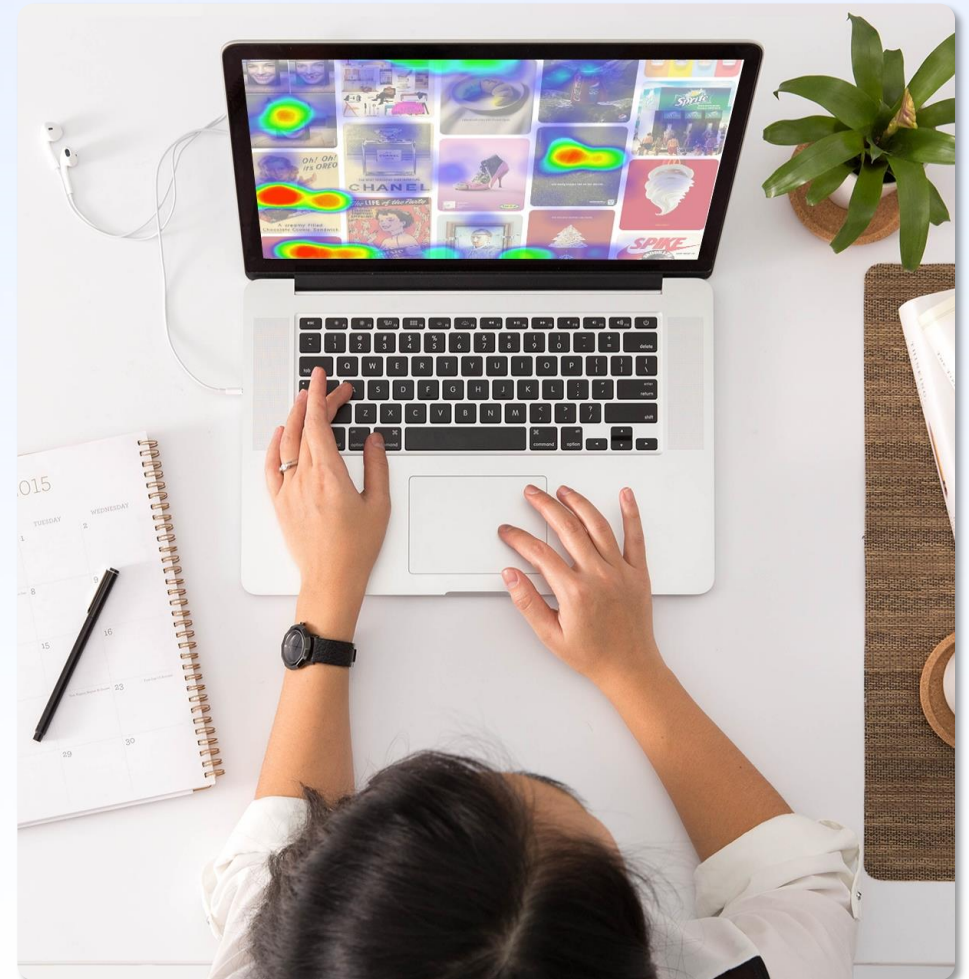
Can you track real repurchase from consumers in a certain time period?

IS YOUR AD INFLUENCING PURCHASE DECISION?

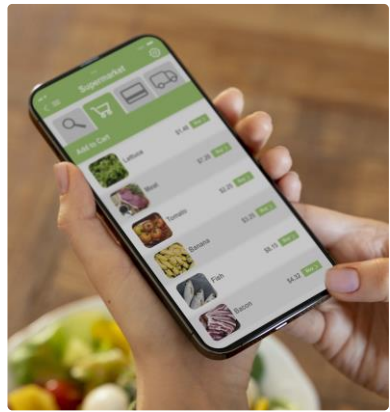
Online advertising is often times the **first point of contact** that consumers have with a product.

Social media listening and trend-following can help inform an online campaign, but they are **not always accurate**.

- **Integrations with social media content for media testing.**
- **Eye tracking technology and heat mapping.**
- **Screen-record user navigation.**
- **Live video feedback from ad interaction.**



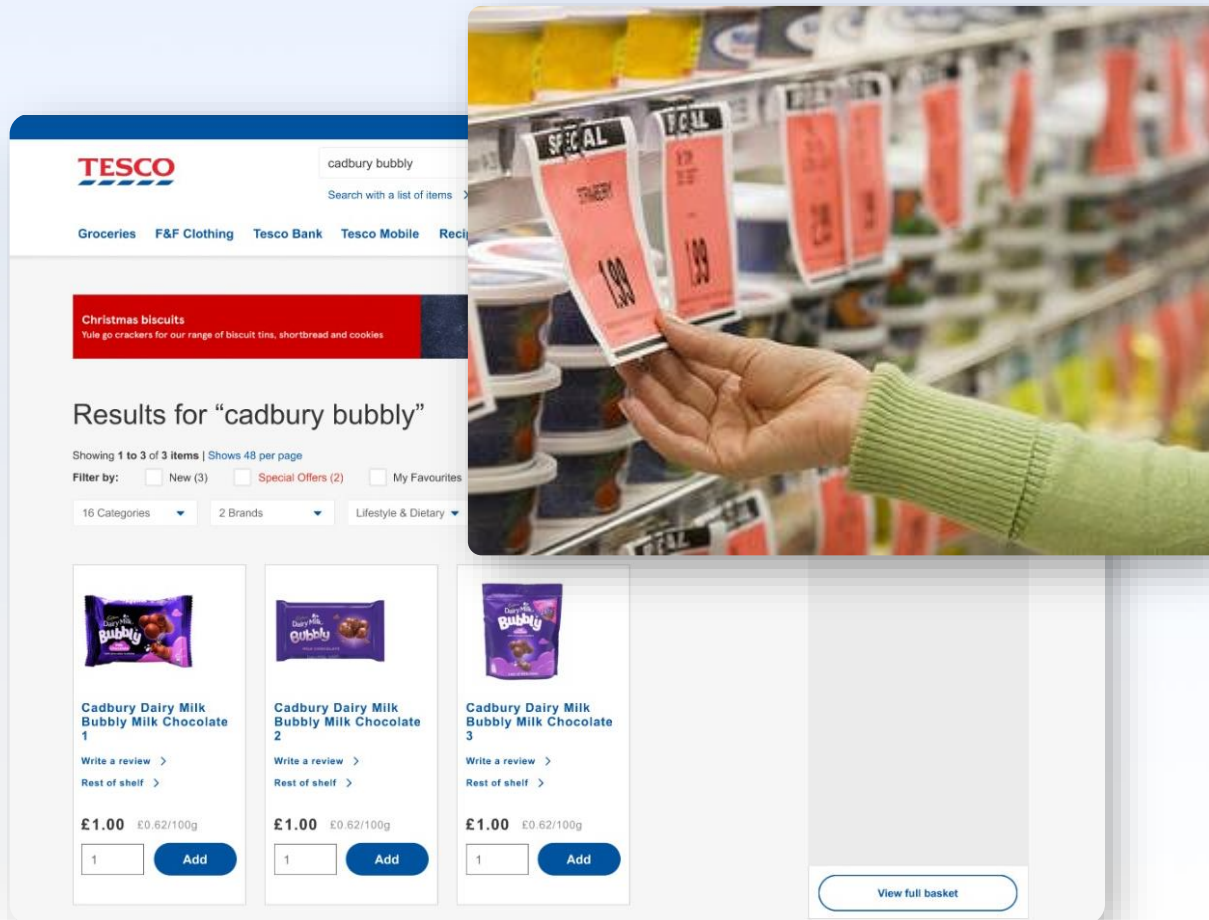
IS YOUR PRODUCT WHERE IT SHOULD BE, WHEN IT SHOULD BE?



Real shopping experience, either in-store or online, can be very different for each consumer for a variety of reasons.

- **Direct consumers to specific locations or online stores and track the journey.**
- **Live video feedback from consumers' real-life shopping experience.**
- **Collect shopping diaries from different locations and days.**

IS THERE A PERFECT PRICE POINT FOR YOUR PRODUCT? WHAT IS THE VALUE PROPOSITION?



Consumers can have multiple different reasons to buy, and the **decision to make a purchase can be influenced by multiple factors**. What economic value do they assign to this?

- **Collect videos & images of the consumer reaction to prices on the shelf.**
- **Obtain screen recordings and audio descriptions of the user navigation.**
- **Measure consumers' interaction with discounts, promotions and deals.**

IS YOUR PACKAGE AS GOOD AS YOUR PRODUCT?

Product usage, environmental concerns, ways of disposal, sustainability and recyclable materials are in **consumers' top of mind**.

- **Evaluate relevance and clarity of the information in the package.**
- **Measure package design, imagery and messaging.**
- **Collect video or images from the unpackaging experience.**

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Package Evaluation

How much do you dislike or like this product package?

- Like Extremely
- Like Somewhat
- Neither Like nor Dislike
- Dislike somewhat
- Dislike Extremely

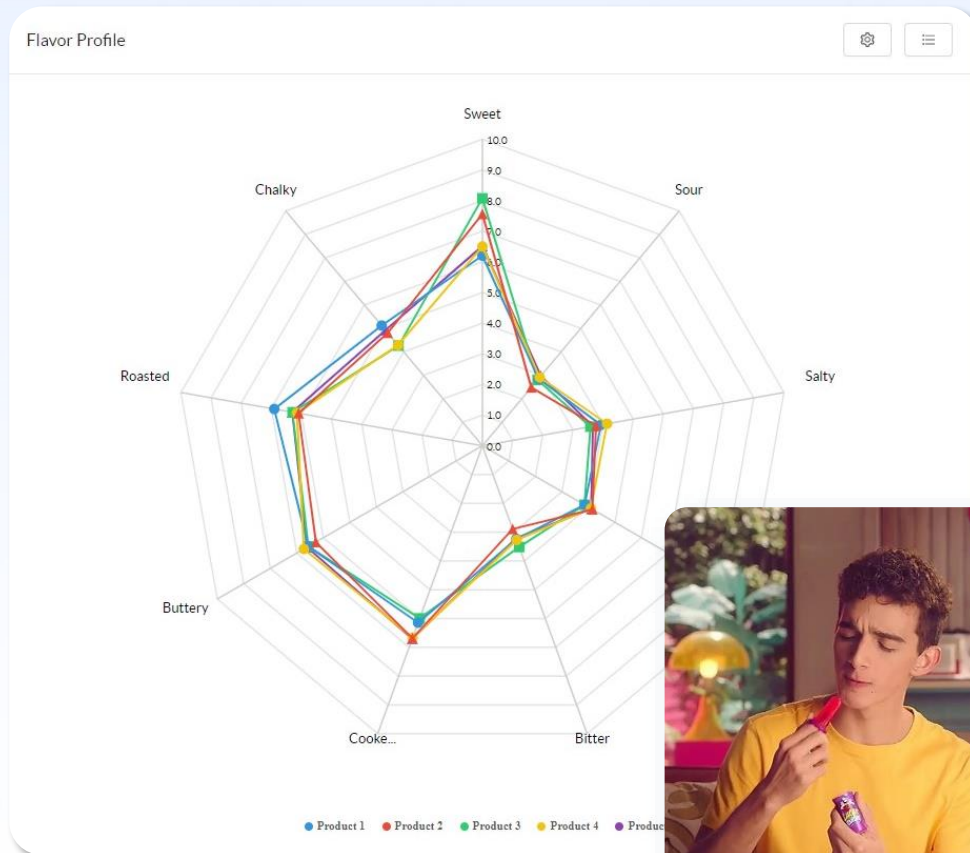
Next

[Terms, Conditions & Policies](#)

If stuck, please refresh the page or go back to the Dashboard and take the survey again.



IS YOUR PRODUCT CONSISTENTLY PERFORMING IN TASTE, FLAVOR, TEXTURE AND OTHER SENSORY ATTRIBUTES?



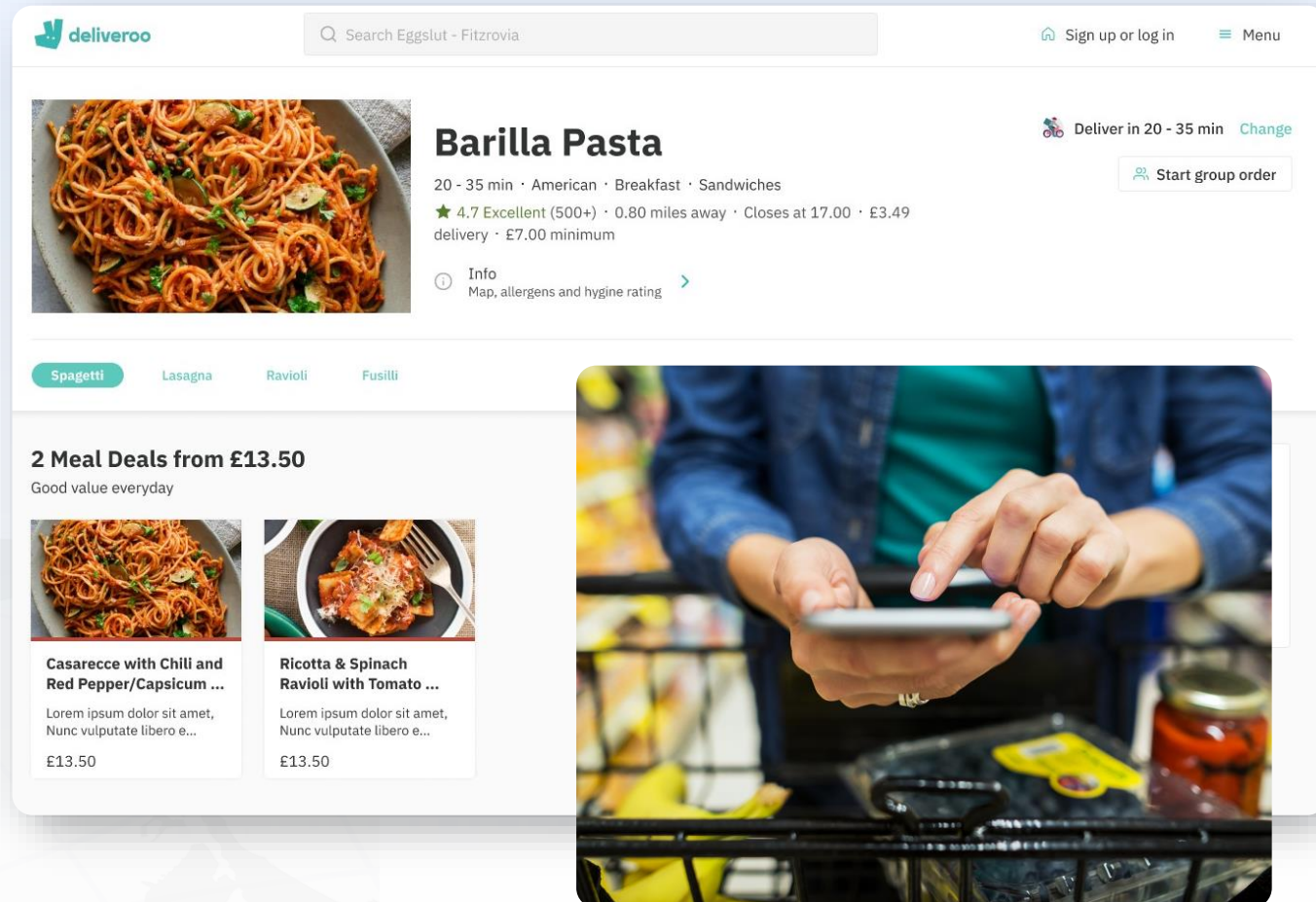
Consumers' reasons to love a product can be immensely diverse, from brand loyalty to taste enthusiasts. And reasons can be difficult to explain.

- Test reaction to taste, package or usage at the natural moment of consumption using patented AI profiling tech.
- Get feedback on sensory attributes: texture, flavor, aroma, mouthfeel, etc.
- Go back to the same testers for in-depth interviews or focus groups.

IS YOUR PRODUCT WORTH THE CONSUMER CHANGING HABIT?

There's only one chance to make a first impression and a re-purchase decision is a win for every brand, especially in heavily competitive product categories.

- Integration with online shopping websites to evaluate online purchase, navigation behavior and price sensitivity.
- Incentive variation to determine willingness to buy.



The image shows a screenshot of the Deliveroo app interface. At the top, there's a search bar with "Search Eggslut - Fitzrovia" and a "Sign up or log in" button. The main content features a "Barilla Pasta" item with a photo of spaghetti, a 4.7 star rating, and delivery details. Below this, there are tabs for "Spagetti", "Lasagna", "Ravioli", and "Fusilli". A "2 Meal Deals from £13.50" section is visible, showing two meal options with placeholder text and prices. On the right side, there's a vertical image of a person in a blue uniform using a smartphone, likely a delivery driver or customer.

DID YOUR PRODUCT GAIN A CUSTOMER?

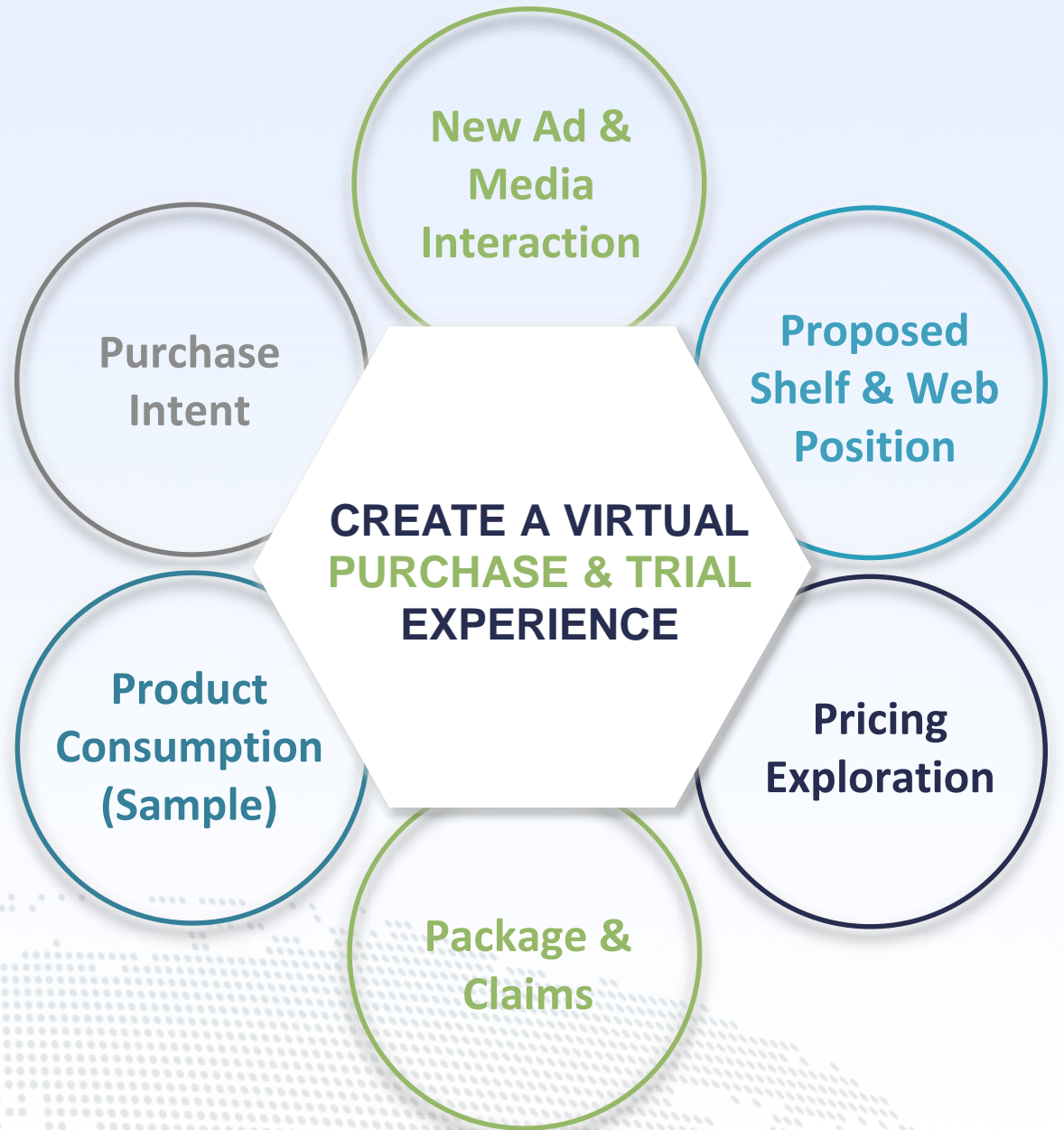


Re-contact consumers to validate if they did re-purchase. Interview them as to why or why not .

- **Connect in qualitative sessions to deep dive in the re-purchase insights.**
- **Collect video diaries over time to track re-purchase and satisfaction.**

WHAT IF THE PRODUCT IS NOT YET IN THE MARKET?

A series of methodologies can be applied to map the experience for a *yet-to-be-launched* product or prototype by creating a real-life scenario **VIRTUALLY**



CONNECTING THE DOTS

VIP score measures each variable's influence.

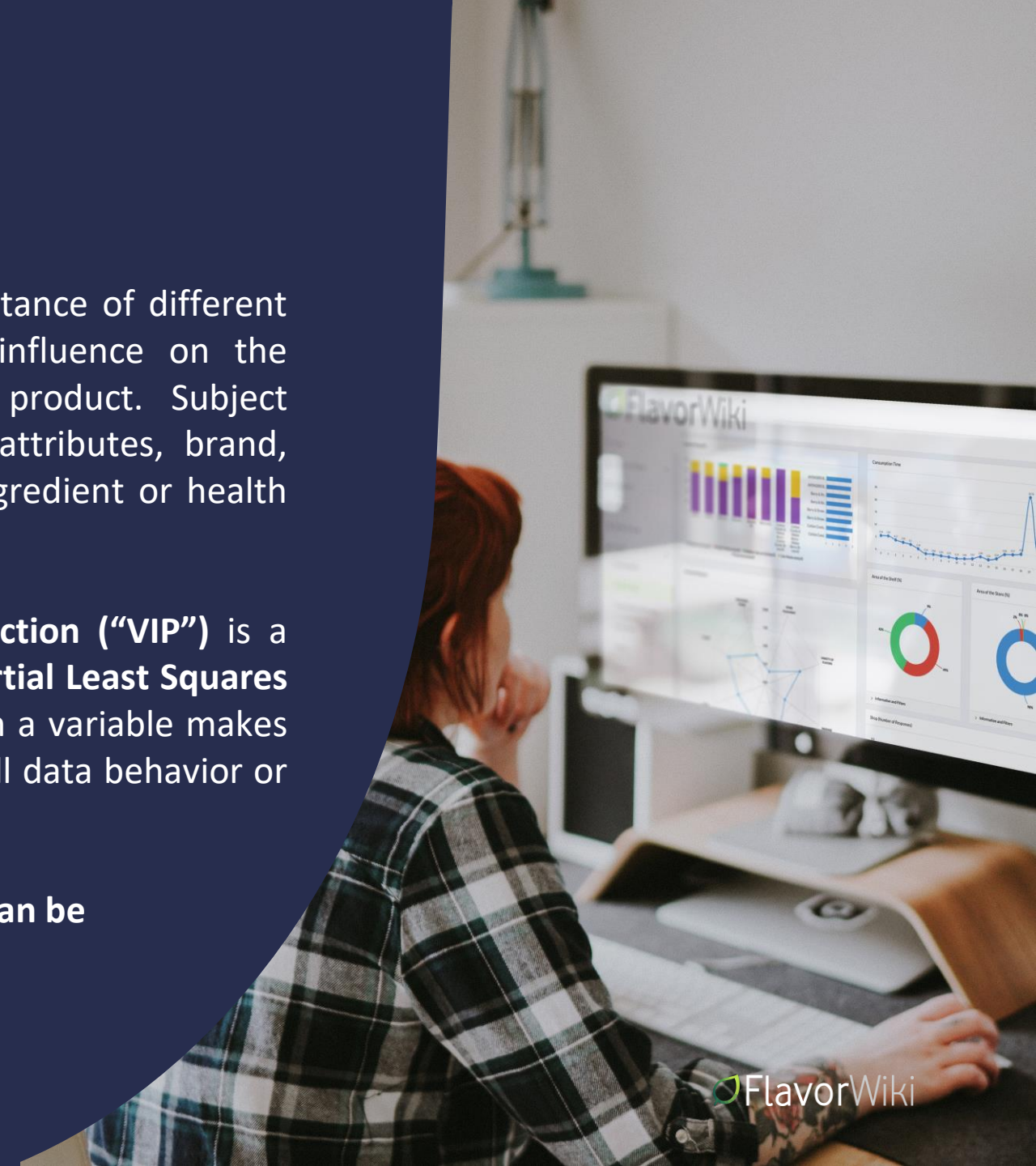


VIP Analysis

Purpose of Calculation: To determine the relative importance of different areas of product and purchase experience in their influence on the consumers' intent to repurchase or liking of a particular product. Subject can include but not be limited to taste, price, taste attributes, brand, positioning, packaging, ease of use, occasion, ethical, ingredient or health issues.

Definition of Calculation: Variable Importance in Projection ("VIP") is a method used to measure variable's importance in the Partial Least Squares Regression ("PLS") model. It summarizes the contribution a variable makes to the model. It is a supervised model for which an overall data behavior or pattern is required.

A variable with a VIP score close or greater than 1 (one) can be considered important in a given model.



Example of VIP Analysis

Pasta Sauce Case

Our Client, a leading pasta sauce producer, was facing a recent decrease in sales of one of their products, a brand of pesto sauce that had been performing well for years in their target market.

They were seeking to understand the reason behind the recent low performance of their Pesto Sauce in order to propose solutions and develop improvements.

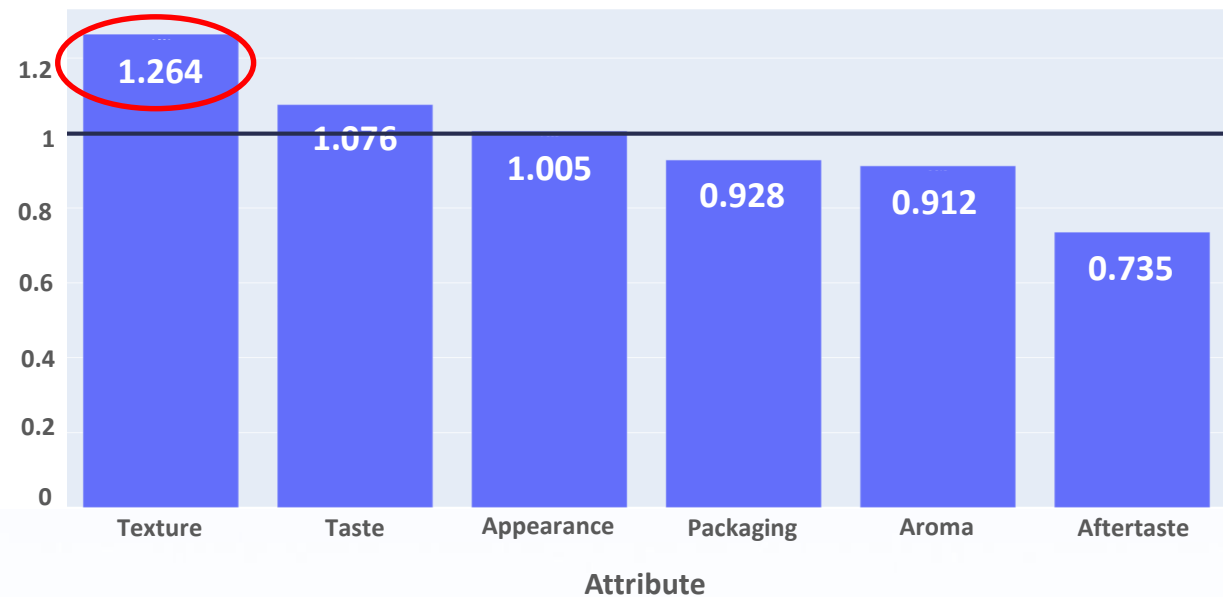
The study included analysis of the correlation of the liking metrics versus purchase intent and overall liking for the product and 3 main competitors.



VIP Analysis of Liking Scores Against Overall Liking

VIP analysis is showing that texture and taste have a higher degree of influence in overall liking. However, in the case of Sample #001, taste has a higher correlation than the other liking metrics with overall liking.

Taste is driving overall liking for Sample #001

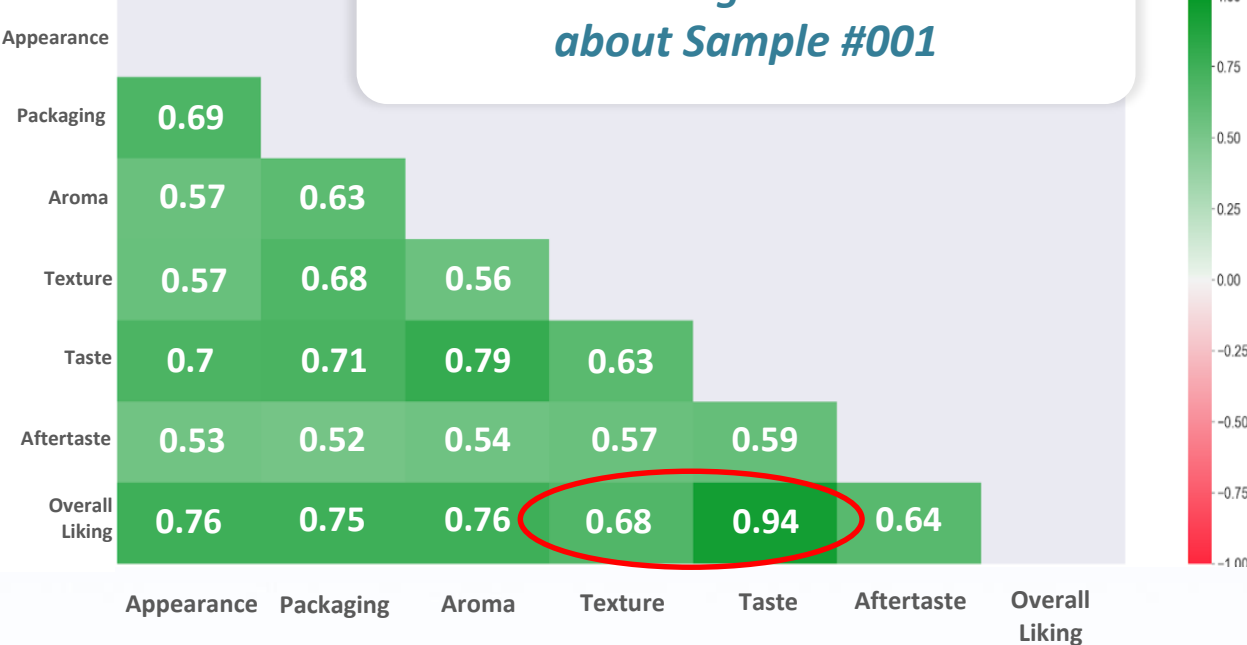
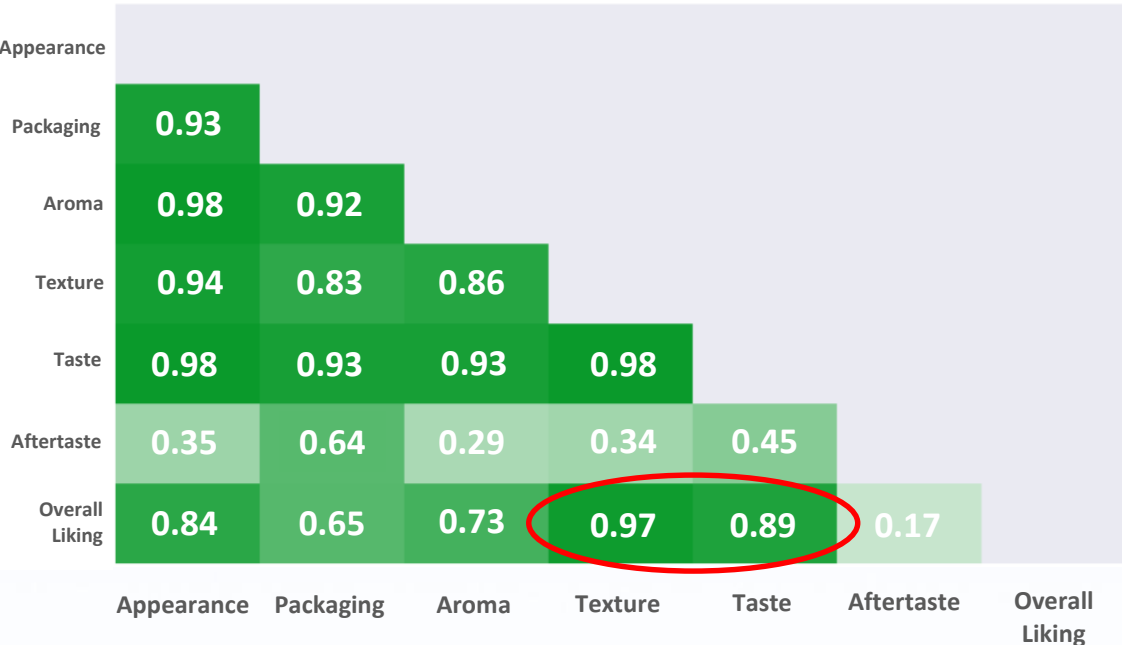


All samples
(Sample #001, Sample #002, Sample #003 & Sample #004)

Sample #001

Heatmaps of Liking Scores Against Overall Liking

Texture is highly correlated with overall liking for all samples. In the case of Sample #001 alone the highest correlation is with taste.



All samples
(Sample #001, Sample #002, Sample #003 & Sample #004)

Sample #001

Liking Scores (Overall, Taste, Texture)

Taste and Texture are driving **Overall Liking**. However, Sample #001 is on par with top competitors in **Overall Liking** and statistically on par for **Taste** and **Texture**. This indicates that taste itself is a positive driver for Sample #001, but that improving Taste or Texture may not necessarily increase competitiveness.

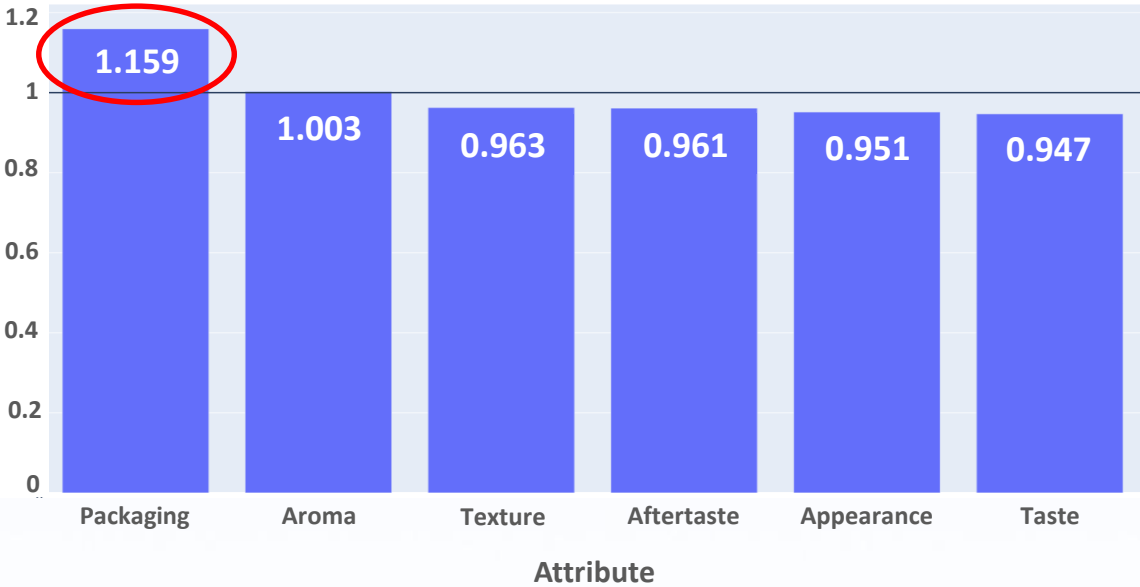
Mean Values Scale	Sample #001	Sample #002	Sample #003	Sample #004
Product Expected Liking (%)	7.4a	7.4a	7.2a	7.2a
Packaging Liking (%)	6.9ab	7.0ab	7.3a	6.7b
Appearance Liking (%)	7.0ab	7.0ab	7.2a	6.6b
Aroma Liking (%)	6.6ab	6.5ab	6.8a	6.2b
Overall Liking (%)	7.0a	7.1a	7.0a	6.7a
Taste Liking (%)	6.9a	7.0a	7.1a	6.6a
Texture Liking (%)	6.9a	7.0a	7.0a	6.6a
Aftertaste Liking (%)	6.9b	7.2ab	7.3a	7.1ab
Pesto with Pasta Overall Liking (%)	7.2a	7.2a	7.0a	7.1a

Average liking scores using 9-point scale. Fisher 95%

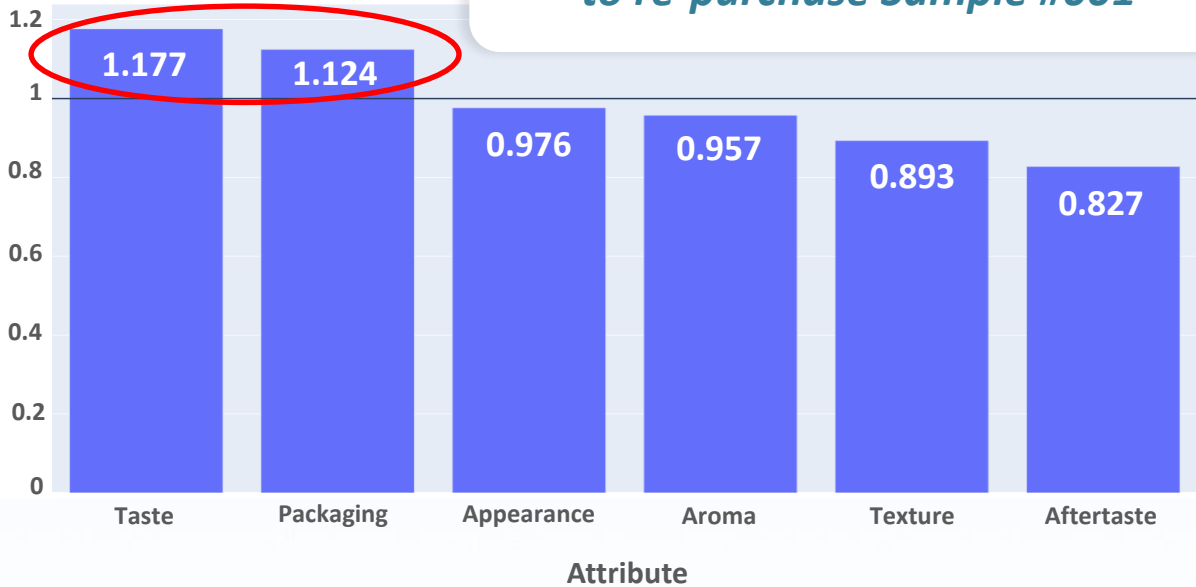
VIP Analysis of Liking Scores Against Purchase Intent

VIP analysis shows that packaging has a higher degree of influence in purchase intent. However, in the case of Sample #001, taste has a higher correlation than the other liking metrics, followed by packaging.

Taste & Packaging are driving users to re-purchase Sample #001



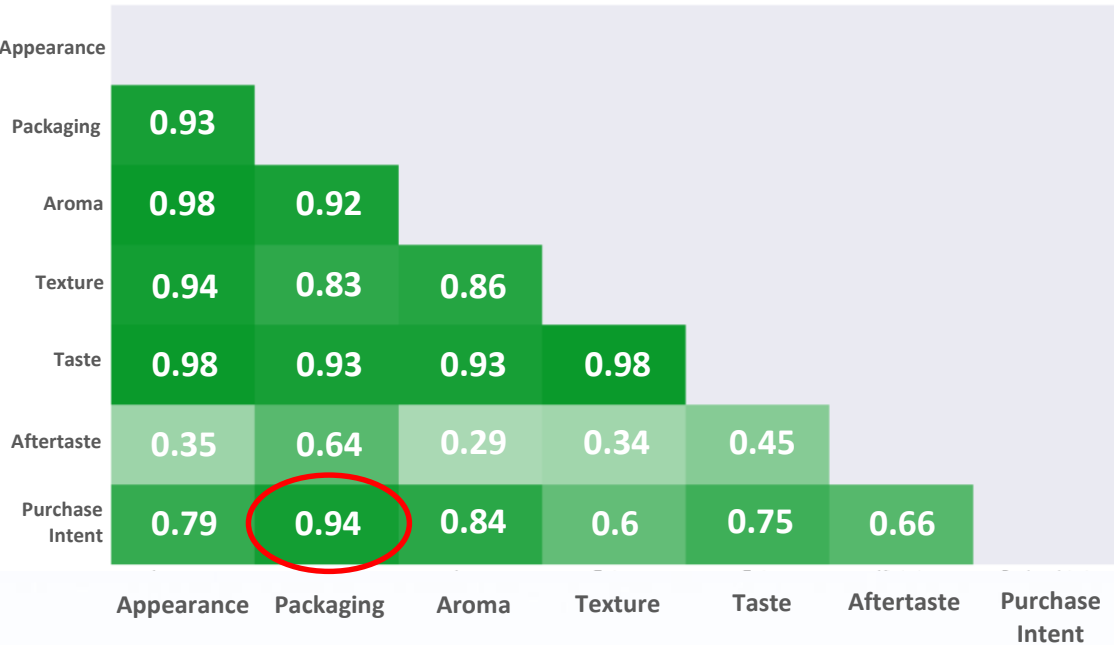
All samples
(Sample #001, Sample #002, Sample #003 & Sample #004)



Sample #001

Heatmaps of Liking Scores Against Purchase Intent

Packaging is highly correlated with purchase intent for all samples. In the case of Sample #001 alone, the highest correlation is with taste followed by packaging, although these levels of correlation are weaker than those shown for all samples.



All samples
(Sample #001, Sample #002, Sample #003 & Sample #004)



Sample #001

Liking Scores (Appearance & Packaging)

Sample #001 does not perform well on **Packaging** vs. competitors. This together with the high VIP score for Packaging indicates that improving this area will increase Sample #001's commercial performance for purchase intent.

Mean Values Scale	Sample #001	Sample #002	Sample #003	Sample #004
Product Expected Liking (%)	7.4a	7.4a	7.2a	7.2a
Packaging Liking (%)	6.9ab	7.0ab	7.3a	6.7b
Appearance Liking (%)	7.0ab	7.0ab	7.2a	6.6b
Aroma Liking (%)	6.6ab	6.5ab	6.8a	6.2b
Overall Liking (%)	7.0a	7.1a	7.0a	6.7a
Taste Liking (%)	6.9a	7.0a	7.1a	6.6a
Texture Liking (%)	6.9a	7.0a	7.0a	6.6a
Aftertaste Liking (%)	6.9b	7.2ab	7.3a	7.1ab
Pesto with Pasta Overall Liking (%)	7.2a	7.2a	7.0a	7.1a

Average liking scores using 9-point scale. Fisher 95%

Recommendations

Consumers like the taste of Client Product #001 and this metric is driving both purchase intent and overall liking of the product.

Since packaging liking is driving purchase intent for all samples and packaging scores are low for Sample #001, improving Sample #001's packaging and position will increase purchase intent and commercial performance.

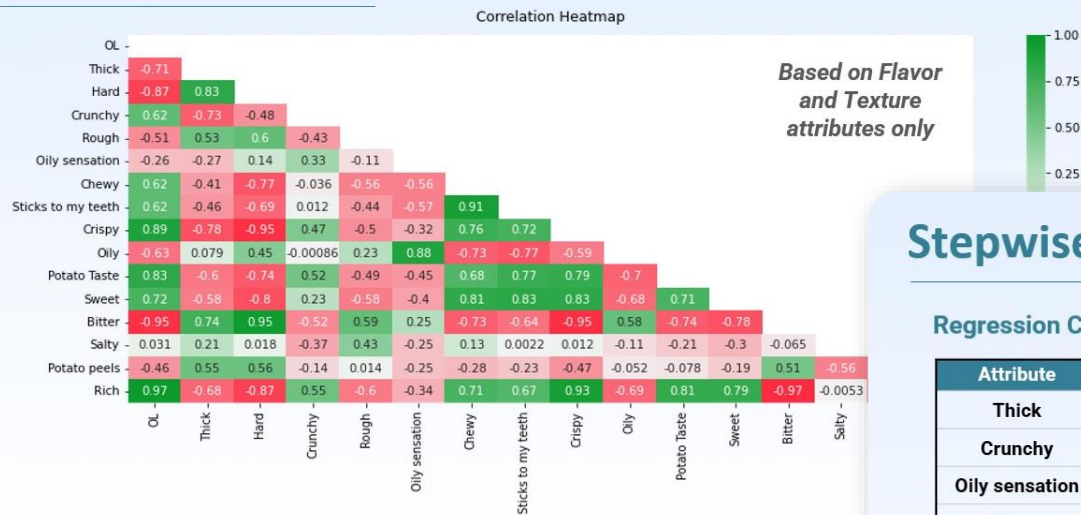
There is no indication that major modification on the formula is needed.



What if the food does need renovation?

Example of PLS & Ideal Profile

PLS Analysis – Heatmap Consumer Data



Attributes that correlated highly with overall liking are: Rich, potato taste and crispy

Stepwise Regression – Consumer Data

Regression Coefficients

Attribute	Coefficient	Ideal Score
Thick	0.089	5.2
Crunchy	0.191	7.8
Oily sensation	0.047	4.6
Crispy	0.117	6.6
Oily	0.057	3.8
Potato taste	0.178	7.1
Sweet	0.110	3.9
Bitter	-0.018	2.3
Salty	0.127	5.6
Potato peels	0.088	5.2
Rich	0.306	7.6

R-squared = 0.958

Predicted OL score = 8.3

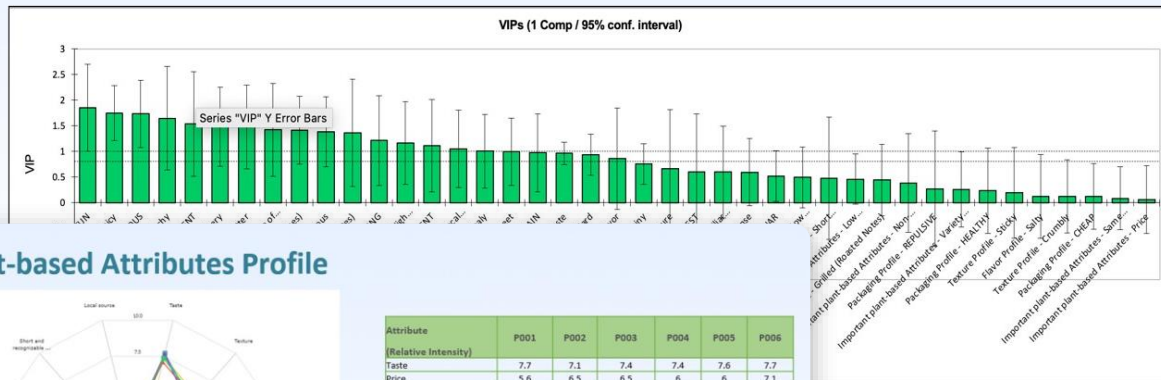
Model considers the sets of attributes that are more significant towards Overall liking



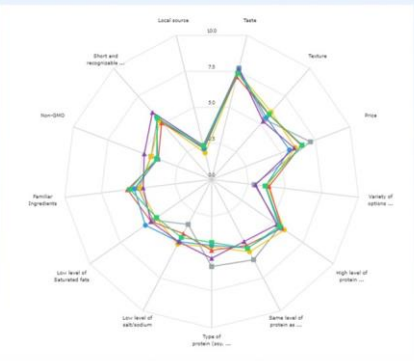
Comprehensive Reports: Connect every step of the consumer journey

Purchase Intent

The following are the Variables that are impacting the Purchase Intent score in order of importance



Plant-based Attributes Profile



Attribute (Relative Intensity)	P001	P002	P003	P004	P005	P006
Taste	7.7	7.1	7.4	7.4	7.6	7.7
Price	5.6	6.5	6.5	6	6	7.1
High level of protein content	5.7	5.8	5.6	6	5.4	5.6
Texture	5.6	5.8	5.9	6.1	5.2	5.4
Short and recognizable ingredients list	5.6	5.1	5.5	5.3	6	5.5
Same level of protein as meat equivalent	5.2	5	5.2	5.5	4.7	6.1
Familiar Ingredients	5.3	5.7	5.6	4.9	4.7	5.0

Purchase Intent

Some Texture profile attributes like Juiciness, Crunchiness, chewy/rubbery as well as Bitter flavor are among the Top 10 most important attributes that are driving Purchase Intent

Variable	VIP
Packaging Profile - FUN	1.853
Texture Profile - Juicy	1.744
Packaging Profile - DELICIOUS	1.733
Texture Profile - Crunchy	1.647
Packaging Profile - INDIFFERENT	1.536
Texture Profile - Chewy / Rubbery	1.478
Flavor Profile - Bitter	1.477
Important plant-based Attributes - Type of protein (soy, pea, wheat, etc.)	1.420
Flavor Profile - Spicy (Onion / Garlic / Spices)	1.418
Texture Profile - Fibrous	1.382

- Obtain full consumer understanding, map each stage of the consumer journey.
- Action where it is really necessary. Incomplete or partial insights can lead to inaccurate conclusions.
- Statistical data analysis to create scoring system.
- Connect and involve teams from all areas of the consumer understanding: marketing, R&D, sales.



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