

Leveraging Social Listening,
Creative Consumer and Sensory Methodologies to
Unpack a Concept

A CASE STUDY IN LUXURY



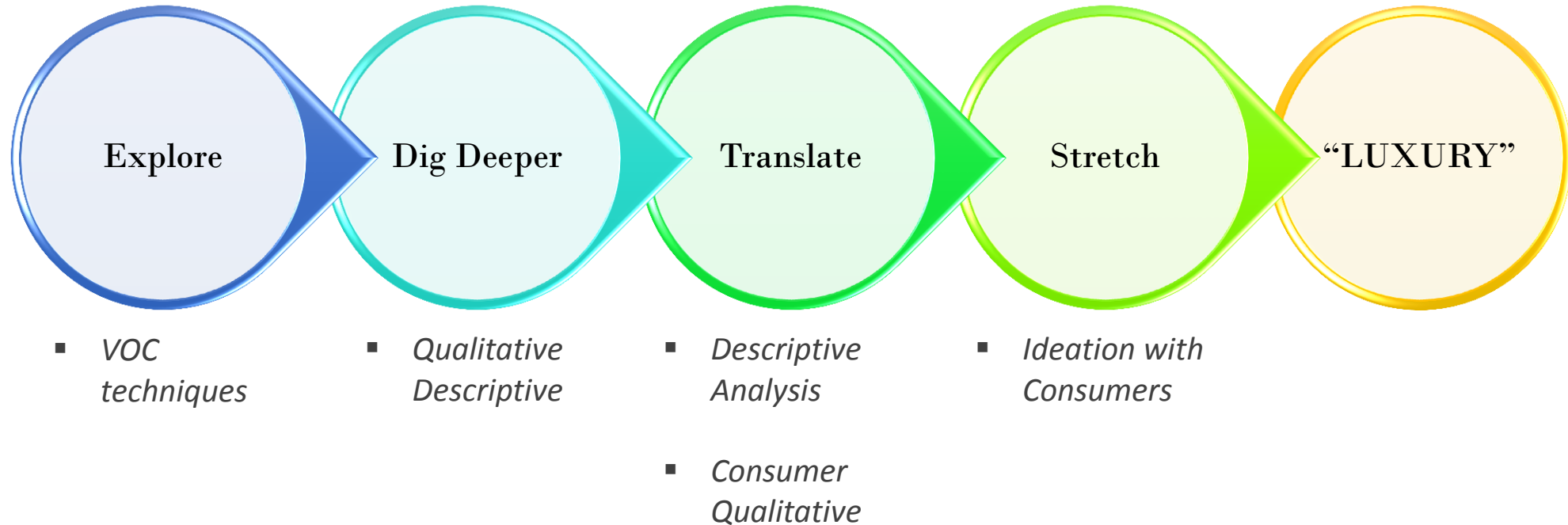
C. Dus, A. Retiveau Krogmann, E. Toronto Doyle, I. Koelliker, G.V. Civile

The Luxury Industry

- **Luxury is:**
 - A condition of abundance or great ease and comfort (Merriam-Webster)
 - **In 2015 globally* :**
 - €1 Trillion spent in retail sales
 - €250 Billion spent on personal luxury goods
- *(Bain and Company)



The Path Towards Better Understanding



EXPLORING

Using VOC Techniques



Exploring With Social Listening

- *Process of monitoring digital conversations to understand what customers are saying about a brand and industry online.*
- *Primarily used for community management, such as identifying customer pain points and providing direct consumer response to questions, complaints, and comments.*

(Trackmaven)



What We Did In This Phase...

- **Social Listening**

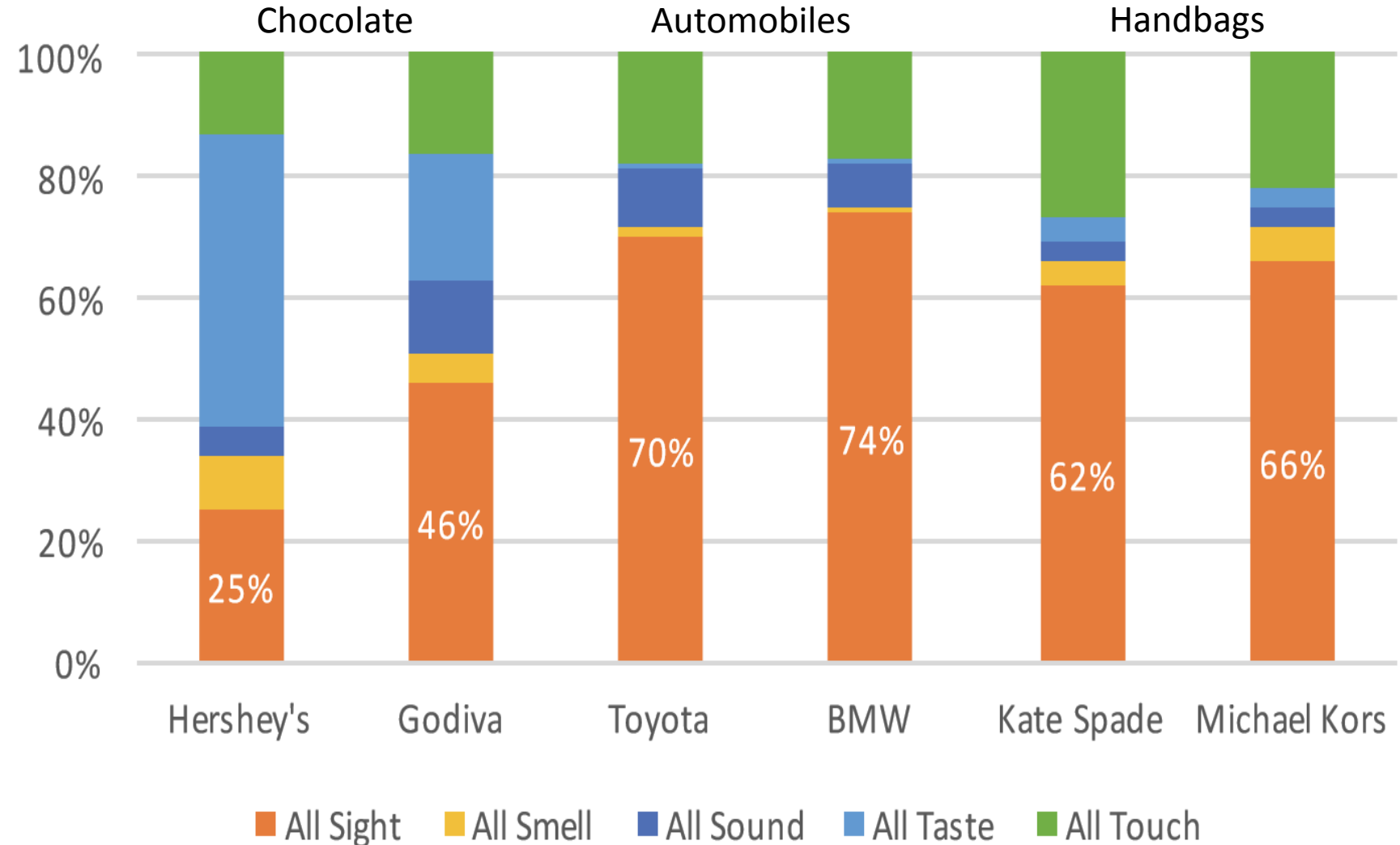
- Partnered with Crimson Hexagon
- “Listened” to how the public talks about sensory experiences for 3 pairs of generic and luxury brands
- 144,000 postings made between January 2015-August 2016
- Global response, English language only
- NLP (natural language processing) applied for 2 dimensions:
 - Basic Sentiment Analysis (Positive, Neutral, Negative)
 - Emotion Analysis (Joy, Sadness, Fear, Disgust, Anger, Surprise, Neutral)



Senses Per Brand

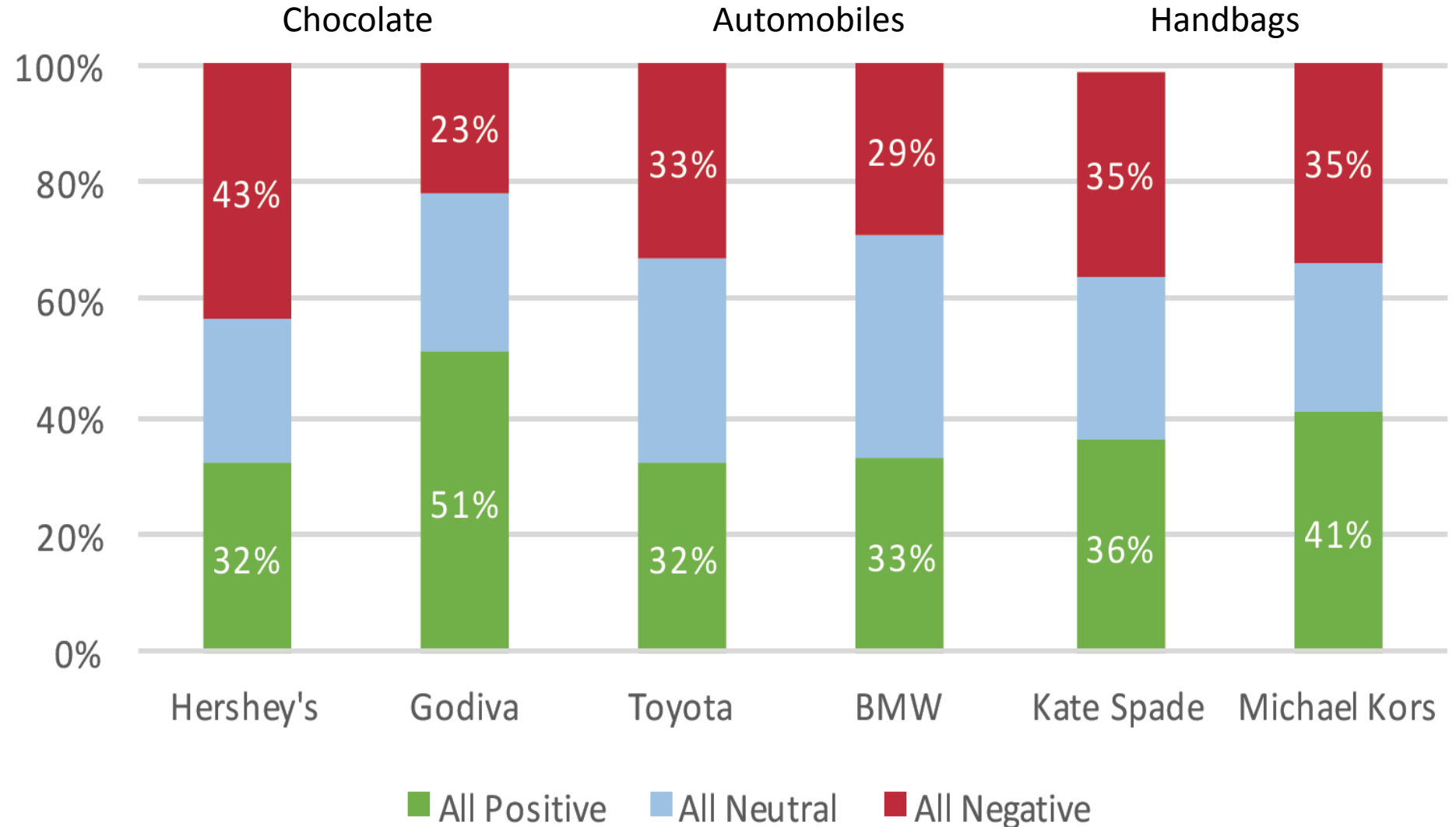
Brands are “sensed” (% of sense mentions) in ways you wouldn’t always expect:

- Godiva is “sensed” more by sight (where taste is assumed to lead)
- The luxury brands see a higher % of sight than generic counterparts



Sentiment Per Brand

Luxury brands see a higher positive sentiment than more generic counterpart



What sensory cues do you see?

Notice the negative descriptors regarding taste.



Sense, Sentiment and Emotional Response

- The more **sound** is sensed/expressed around a brand, the **less likely** you are to observe **negative sentiment** around that brand. **sound +negative sentiment:
r = -0.721**
- The more **smell** is sensed/expressed around a brand, the **less likely** you are to observe **neutral sentiment** around that brand. **smell +neutral sentiment:
r = -0.896**
- The more **taste or smell** is sensed/expressed around a brand, the **more likely** you are to observe **higher emotional response** around that brand. **taste + emotional response:
r = 0.841**
**smell + emotional response:
r = 0.819**
- The more **sight** is sensed/expressed around a brand, the **less likely** you are to observe **emotional response** around that brand. **sight + emotional response:
r = -0.916**



Exploring With Creative Consumers

- *A creative consumer describes any “individual or group who adapt, modify, or transform a proprietary offering”.*
- *Traditional consumers simply use and consume products and services.*
- *Creative consumers not only use and consume products and services, they also change them in some way.*

(Wikipedia)



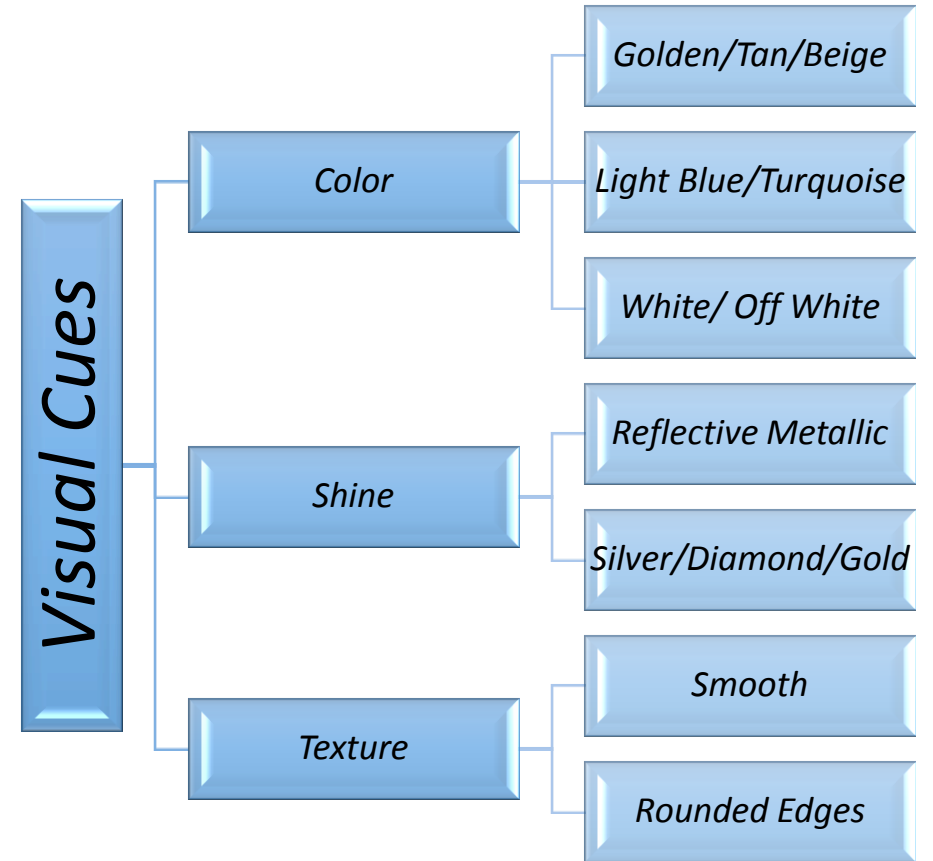
What We Did In This Phase...

- **Creative Consumer**
 - 10 panelists; members of Spectrum Consumer Narrative Panel
 - Asked to “pin” images that denote the sensory experience of luxury on private Pinterest Board
 - Assessed for sensory and emotional cues



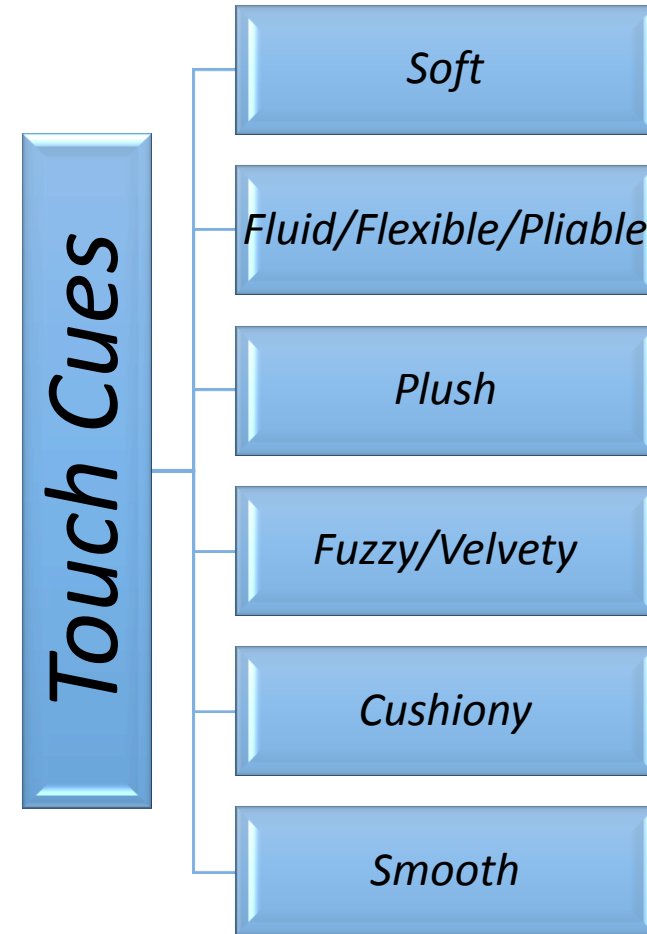
Look of Luxury:

A Sampling from Creative Consumer Pinterest Board



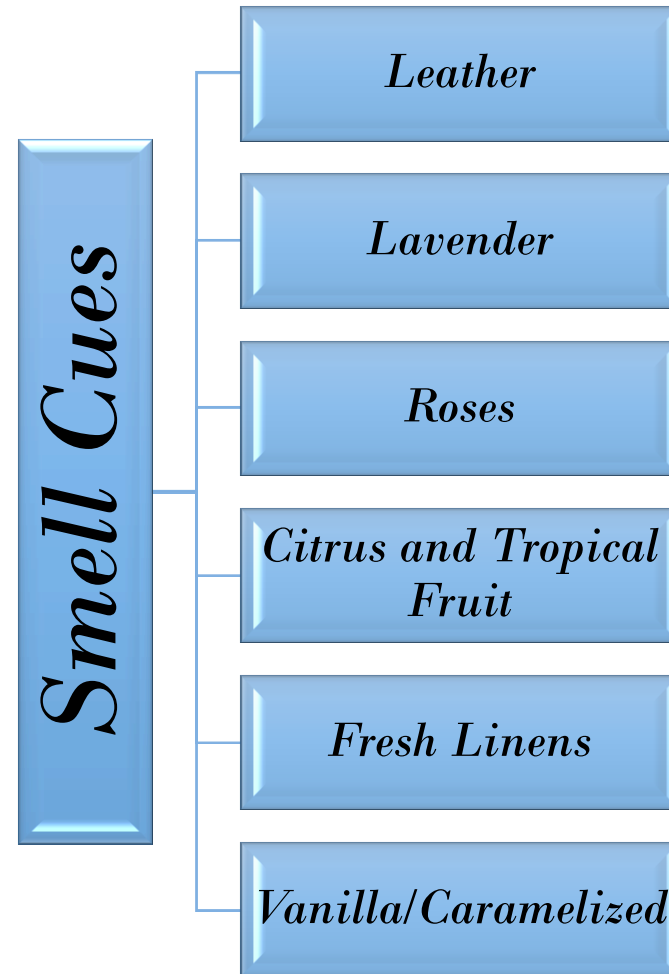
Feel of Luxury:

A Sampling from Creative Consumer Pinterest Board



Smell of Luxury:

A Sampling from Creative Consumer Pinterest Board



DIGGING DEEPER

Sensory Signals For Luxury Purses and Handbags



What We Did in this Phase...

- **Sensory Attribute Discovery and Exploration**
 - Category: Handbags
 - Social media/blog
 - In-store exploration
 - 4 teams of 2 Spectrum Consultants/team
 - All trained in describing sensory experiences
 - Visited Handbag Departments: Bloomingdales, Neiman Marcus, Nordstrom, Macy's
 - Described the appearance and touch of handbags in “luxury” category
 - Built lexicon/evaluation tool



Descriptors for Differentiation

SIGHT	SIGHT	AROMA	TOUCH/FEEL	SOUND
Color	Hardware	Animal	Outside Softness	Key Sounds
Shine	Edge Uniformity	Leather	Edges Feel	
Texture	Inside Look	Fragrance	Handle Comfort	
Stitching	Inside Fabric	Solvent	Strap Comfort	
Clasp	Inside Stitching	Fabric	Inside Function	
Handle			Zipper Ease	



Luxury Handbags

- Design Matters!
- Uniqueness Factor



Hardware



Tassels & Fringes



Stitching & Padding



Luxury Handbags

- Sensory Details Reinforce Luxury

Visual Quality



Moderately Textured



Lightly Textured



Soft or fuzzy



TRANSLATE

*Apply learnings to a food category:
Milk Chocolate*



What We Did in this Phase

- **Descriptive Analysis**

- Spectrum Method (Flavor and Texture)
- Consensus Data Collection
- 7 Samples Milk and Dark Chocolate (14 samples total)
 - Spanning Brand positions in terms of luxury and mainstream

- **Spectrum Consumer Narrative Panel**

- 2 qualitative research sessions
- Exploration of luxury concept within the chocolate category
- Explored with sample experience:
 - Visual cues
 - Flavor cues
 - Texture cues



Uniqueness in Packaging

- **Uniqueness: Fills Emotional Need**

Presentation matters – *“If it’s in a bag, it is not luxurious” vs. “There is some pleasure in opening a tin box”*

- **Design Supports Uniqueness**

Brand recognition, just not called out – *“To me, if you don’t see the brand name it is more luxurious”*

Golden accent on the package – *“The red and gold is a two-part wrapping and that really speaks to luxury”*

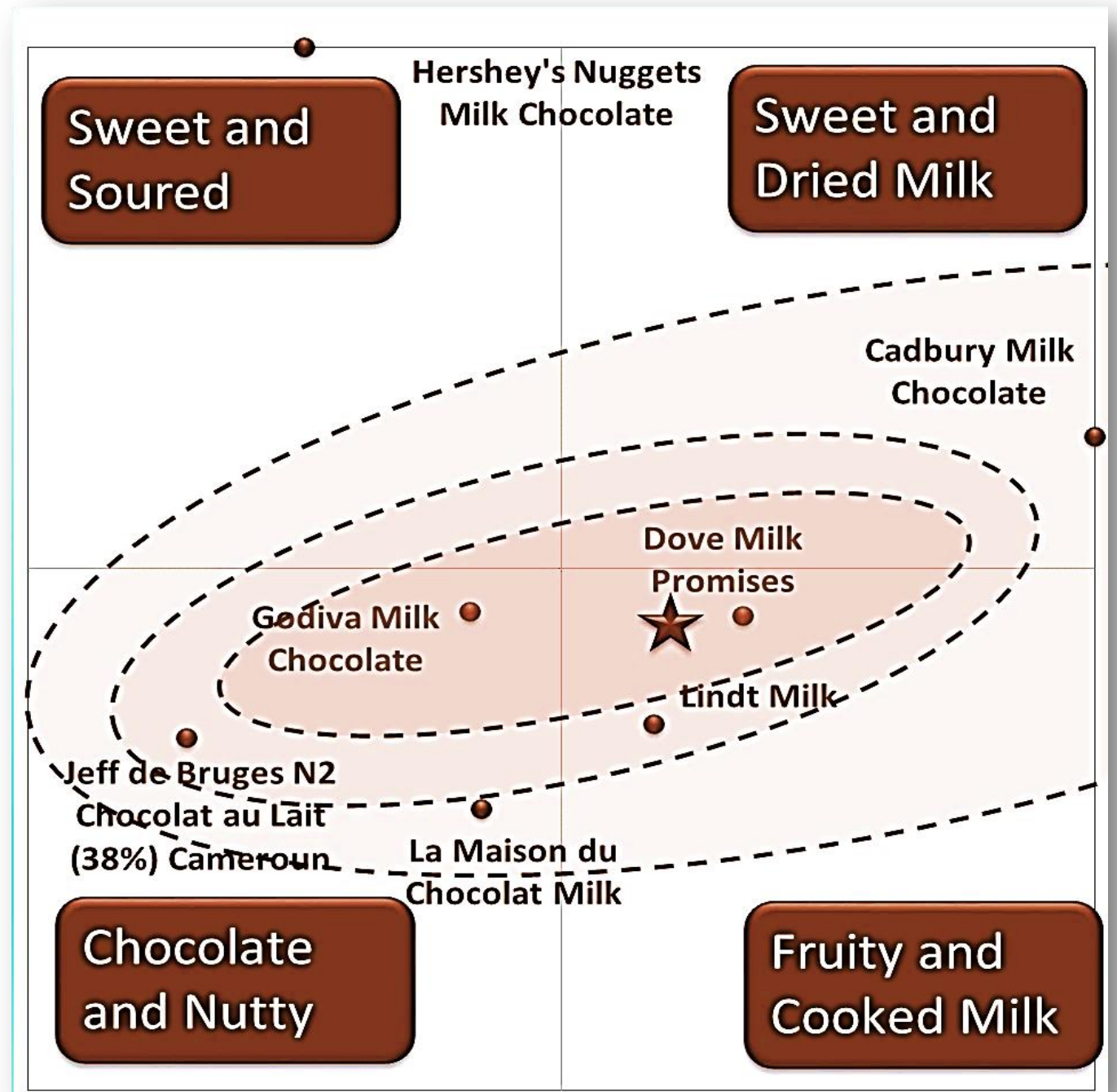
Recipe Number – *“The number reminds me of Chanel No. 5”*

Dove Promises Statements – *Make me feel good statements alignment with emotional expectations of luxury*



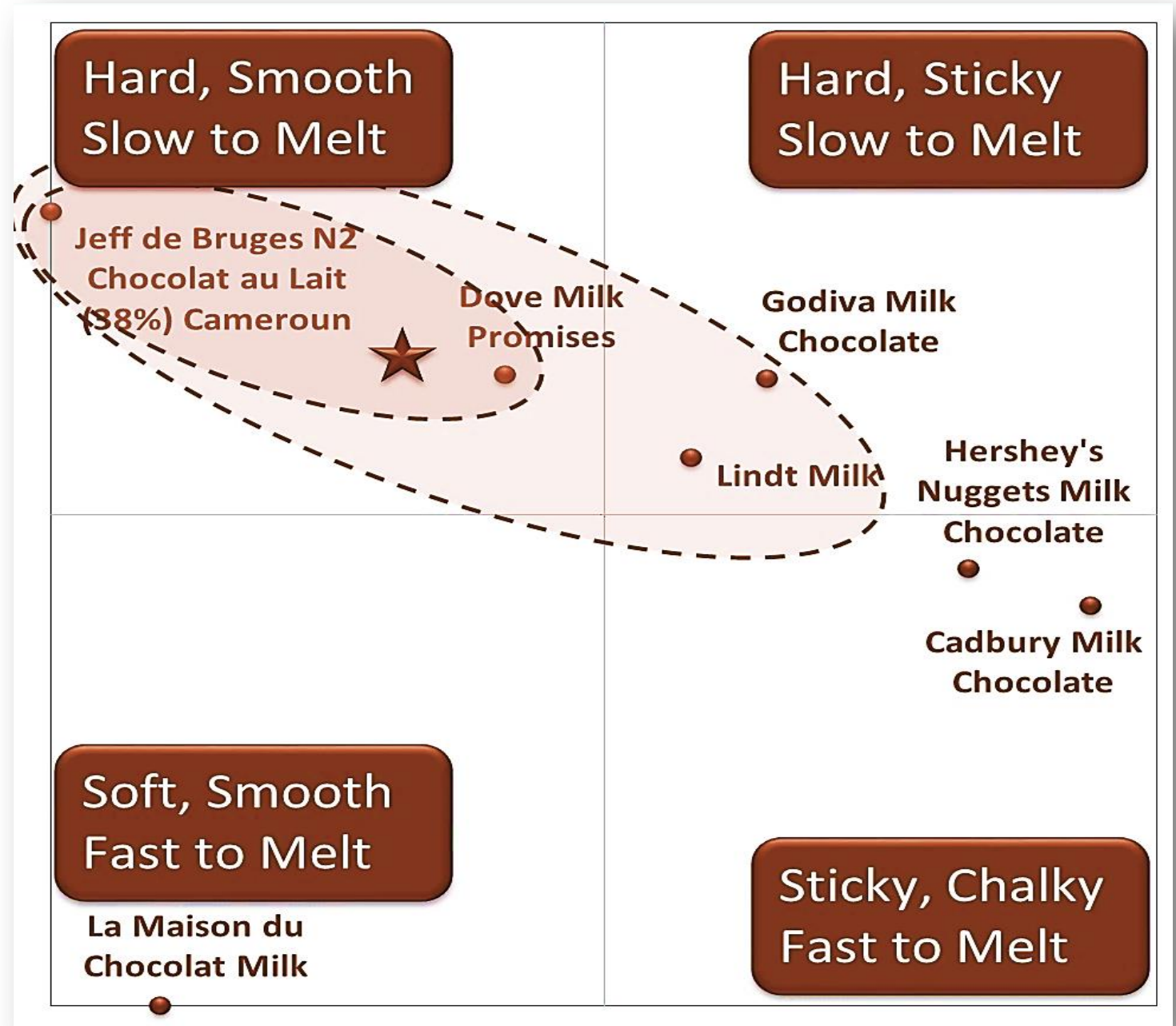
Sensory Flavor Details Confirm Luxury

*“If the Dove flavor was in the tin,
I would say it was luxurious because
I like that flavor and I consider it a
luxurious chocolate”*



Sensory Texture Details Confirm Luxury

"And the melt is totally key! The body of the chocolate should last and be smooth and creamy"



STRETCH

*What Would You Do to Make
Cleaning Your Bathroom or
Kitchen A Luxurious Experience?*



What We Did in this Phase...

- Ideate with Spectrum Consumer Narrative Panel
 - Ideation question: What Would You Do to Make Cleaning Your Bathroom or Kitchen A Luxurious Experience?
 - Used Stormz software to capture ideas over 24 hours





Add a card



light candles

#16 1



fancy looking bottle of cleaner

#4 1



the surfaces would already be clean. No hard scrubbing. No icky gunk. No residue. Smooth. Shiny. This would, of course, be easier to achieve if I found cleaning luxurious in the first place and did it more often.

#8 1



It's sunny and bright. Conversely, it could be icky outside (rain, cold, snowed in) so that the clean surfaces inside seem luxurious compared to the mess outside.

#10 1



see - color of gold

#21 1



see - pearls

#23 1



What I want to Smell

6 cards



Add a card



cleaning products that give off aroma therapy fragrances so you feel more relaxed as you clean

#13 1



Calming scent like lavender

#2 1



scents of cleaning agents

#7 2



classical music, low clean aroma. Floral, citrus, even a bit of bleach is okay.

#9 1



see & smell - candles burning

#24 1



Natural smell. Eco friendly. And safe for kids and pets.

#29 1



What I want to Hear

4 cards



+ Add a card



Relaxing sounds around, like spa sounds.

#31 1



listen to great music

#15 1



hear - soft classical music

#19 1



hear - calm music

#20 1

What I want to touch

2 cards



+ Add a card



touch - smooth marble

#22 1



touch - soft silky fabrics

#26 1



▼ Glove Related

4 cards



Add a card



gloves, towels and cleaning products in corresponding colors/prints

#14 1



Pretty and comfortable gloves to wear to protect hands

#3 1



the type of cleaning supplies

#6 1



gloves that contain specialty lotion to moisturize and care for you hands as you clean

#12 1



▼ About the Cloth

3 cards



Add a card



One rag, one touch and it's clean!

#27 1



No need to clean the rag or sponge after cleaning

#28 1



A Cloth with nano-robotic legs moves around cleaning all the surfaces. Sort of like the Roomba vacuum cleaner but in the form of a cloth or brush.

#30 1



In Summary

To break open complex multi-sensory concepts:

- Stretch existing methodologies
- Explore methodologies outside of traditional sensory toolbox
- Creatively combine methodologies

To provide richer insights and uncover innovation opportunities



Thank You!

- To You
- To Crimson Hexagon
- Staff at Sensory Spectrum

For more information please
contact :

Clare Dus

Sensory Spectrum, Inc.

Cdus@sensoryspectrum.com

908-376-7088

