

P-62 Andrew Poveromo, Allison Cox, and Sandra Guerra  
Consumer Science and Product Experience - Haleon

## Introduction

The Consumer Science and Product Experience team at Haleon embarked on a unique journey, designing a project that combined our expertise in Expert Sensory, Flavor Technology, and Consumer Science. Initially, we created a roadmap to optimize product development and highlight team synergies. Each area of expertise had a role that could be carried out independently and combined later to uncover new learnings.

## Sensory Methodology

Descriptive Analysis

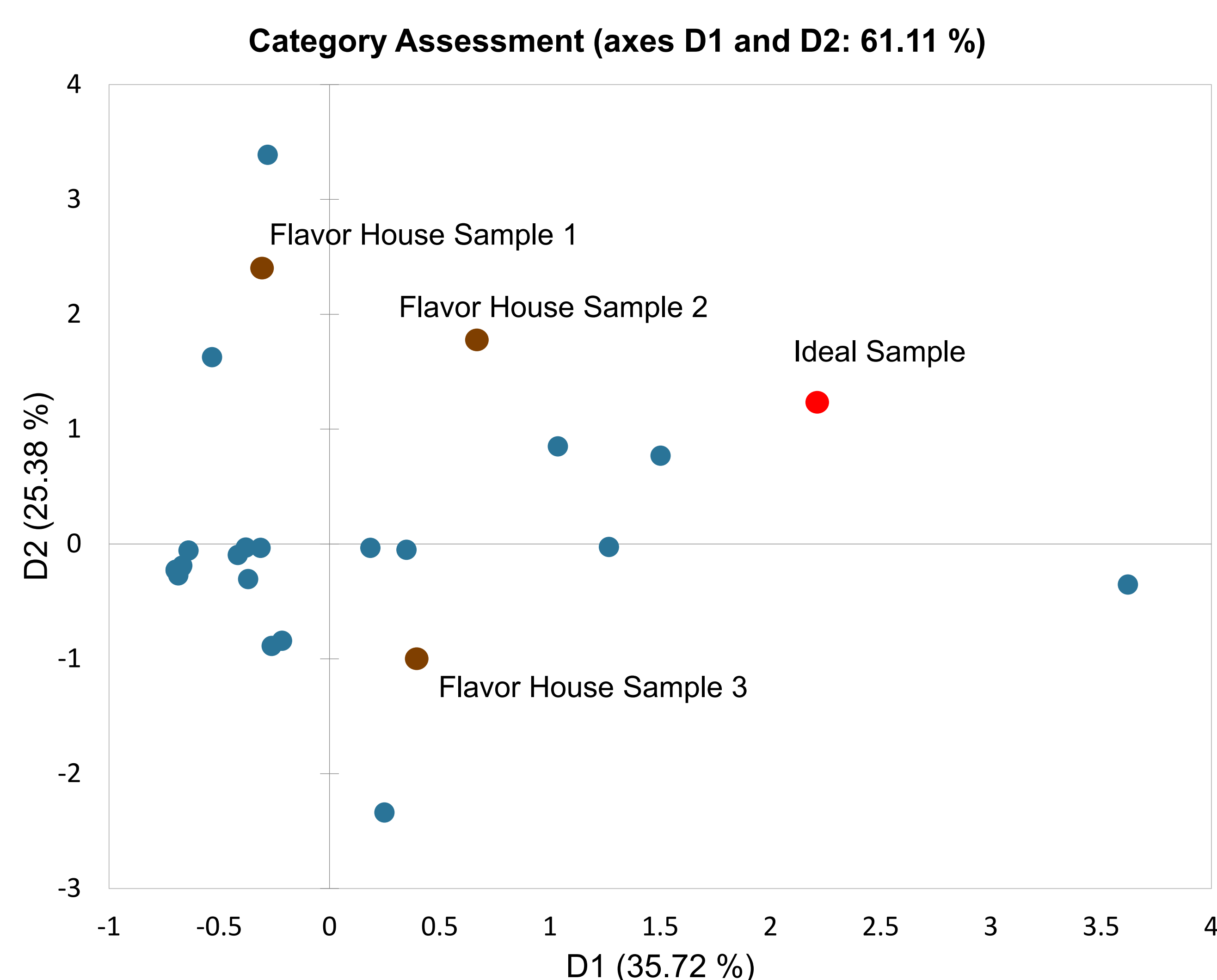
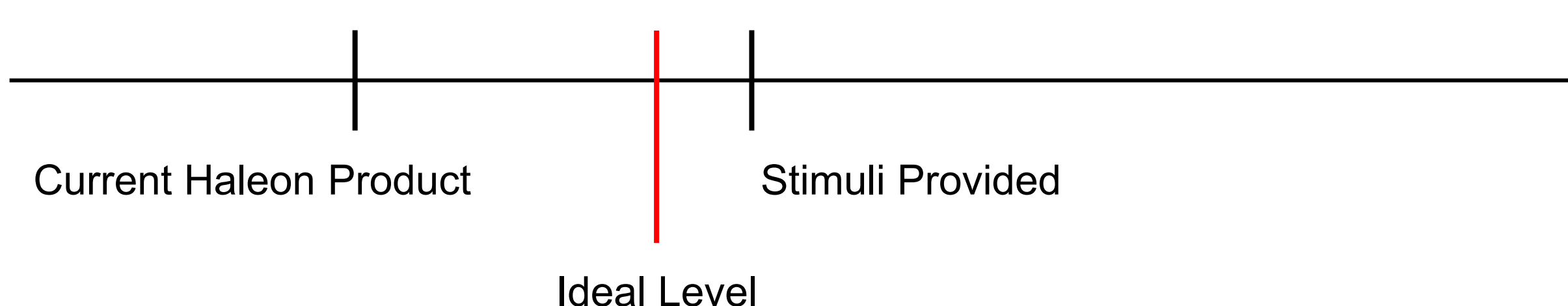
12 panelists (1 male)

23 total samples

2 sensory replicates

105 total sensory attributes

## Sensory Attribute



## Conclusion

Integrating Expert Sensory, Flavor Technology, and Consumer Science has empowered Haleon's Consumer Science and Product Experience team to optimize product development effectively. This project has mapped sensory territories, identified innovation opportunities, and aligned developments with consumer desires. This interdisciplinary collaboration highlights the potential for significant advancements, driving future innovations and maintaining consumer trust and loyalty.

## Objectives

- Create a project framework based on the capabilities of our team
- Conduct a comprehensive category assessment
- Explore flavor technologies
- Understand consumer expectations
- Combine learnings for product development
- Optimize product development

## Expert Sensory

- Category assessment of over 20 commercial products using descriptive analysis
- Mapped out sensorial territories and identified untapped sensorial whitespaces

## Flavor Technology

- Collaborated with our flavor house partners to explore technologies that could evoke our brands' desired emotions
- Created a comprehensive list of potential flavor house technologies that our internal teams could utilize during product development

## Consumer

- Held co-creation sessions with consumers in order to understand their ideal attributes for products within our brands and categories
- Combined these results with the flavor technology work to select suitable technologies for our prototypes

## Next Steps

- Validate new prototypes with both expert sensory panel and consumers
- Ensure that our prototypes resonate with the target sensorial space
- Confirm that the prototypes evoke our brands' desired emotions

## Acknowledgements

The Haleon team would like to acknowledge MMR for their management of the expert sensory panels. We would also like to acknowledge our flavor house partners Symrise, Firmenich, and Givaudan.