

**Strategir**  
UNLOCK CONSUMER TRUTH

**Strategir**  
UNLOCK CONSUMER TRUTH

**Firmenich**  
inspiring!

**R**esearch &  
Results 2018  
THE MARKET RESEARCH SHOW

Why virtual immersion  
positively impacts  
consumer engagement and  
product evaluation



# Firmenich objective



Design iconic fragrances for laundry products with high level of preference and synergy with our client's brands

Test candidates, select the ones to be optimised and present the best ones to manufacturers



Customers expect more predictive research approaches

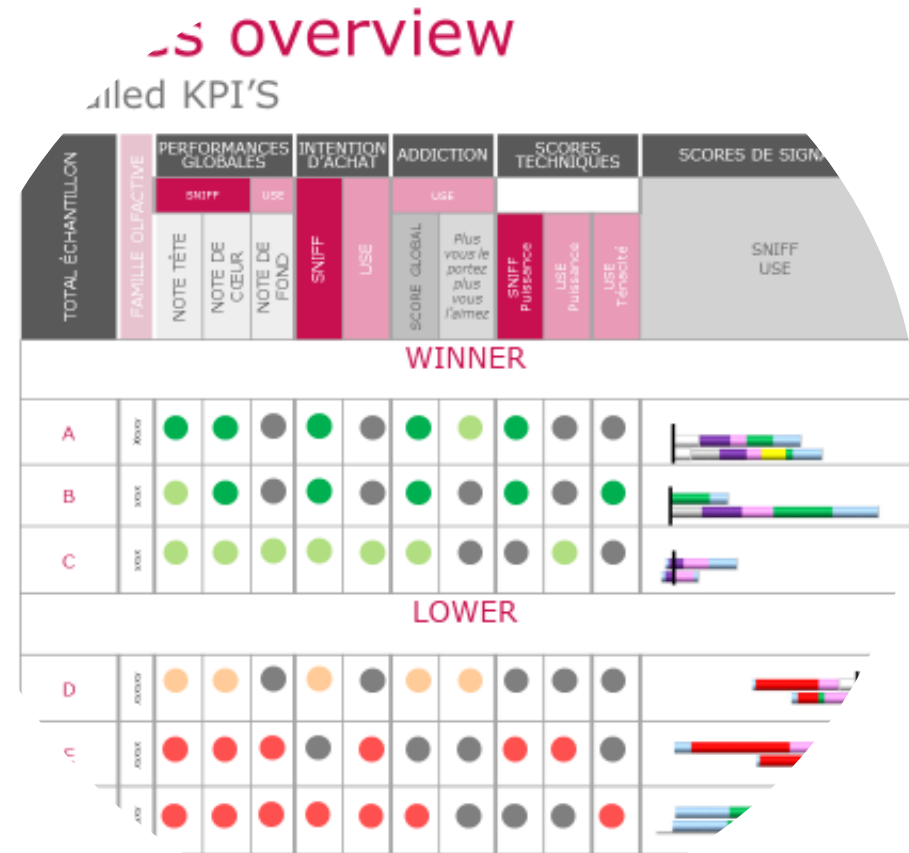
Traditional test methodologies fail to generate enough differentiation in between fragrances

# Does VR increase the quality of the data?

Impact of VR technology on the **respondent**



Impact of VR technology on the **results**



# Quant' sniff test – Central location test in Germany

2 identical tests in parallel

220 respondents



**Without VR**

Sniffing Liquid detergent scents  
in a neutral environment  
35 min

220 respondents



**With VR**

Sniffing Liquid detergent scents  
in a Laundry room  
40 min

For each protocol

- ⊕ 6 out of 11 laundry detergent scents
- ⊕ 120 rating per scent tested
- ⊕ A total of 1320 rating for the 11 scents

# 360° VR contextualisation: Laundry in Germany



# Positive impact of VR immersion on respondents

▶ Immersive



A laundry room experience

▶ In context



Consumers are connected to the product category

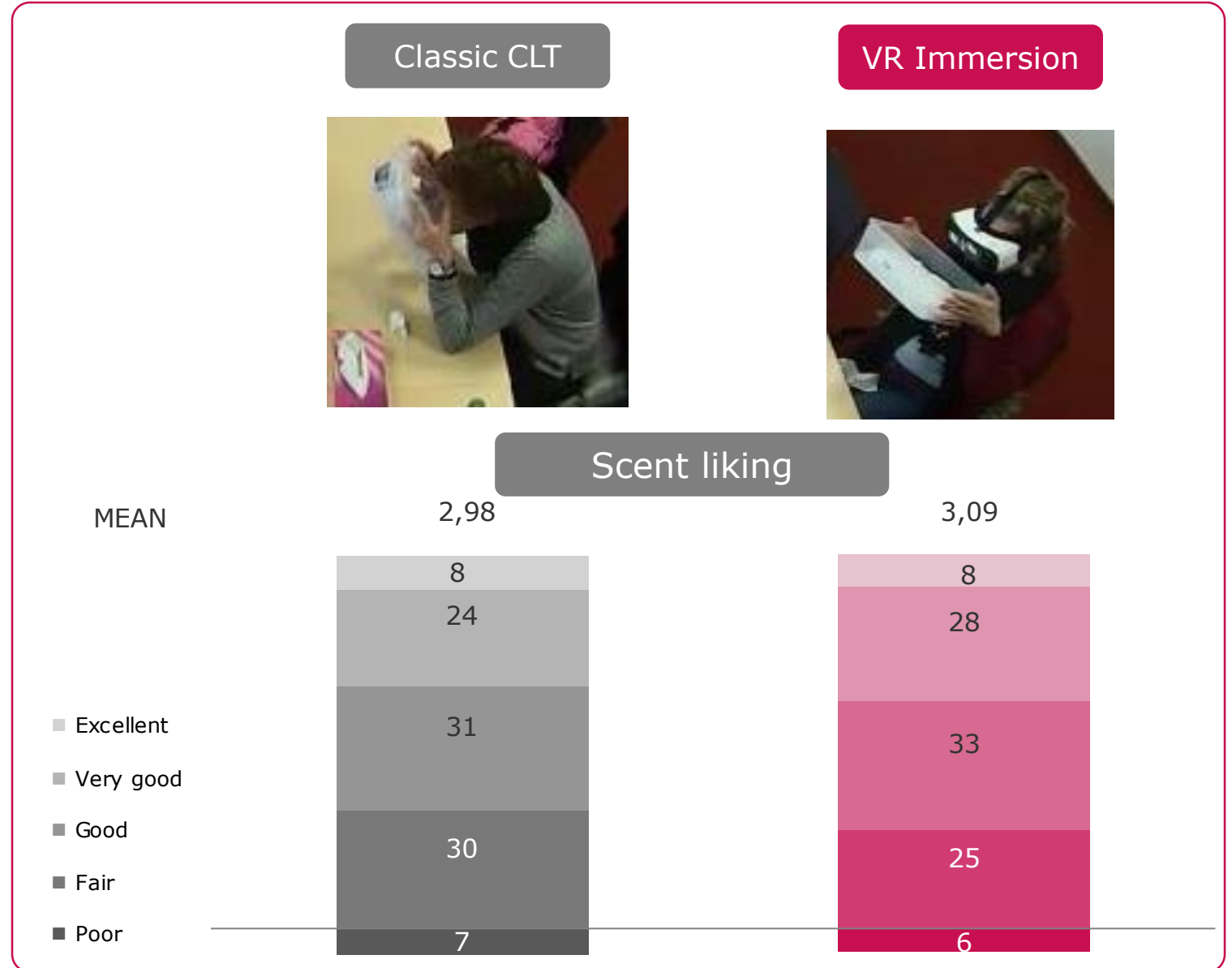
▶ Engagement



100% consumer focus

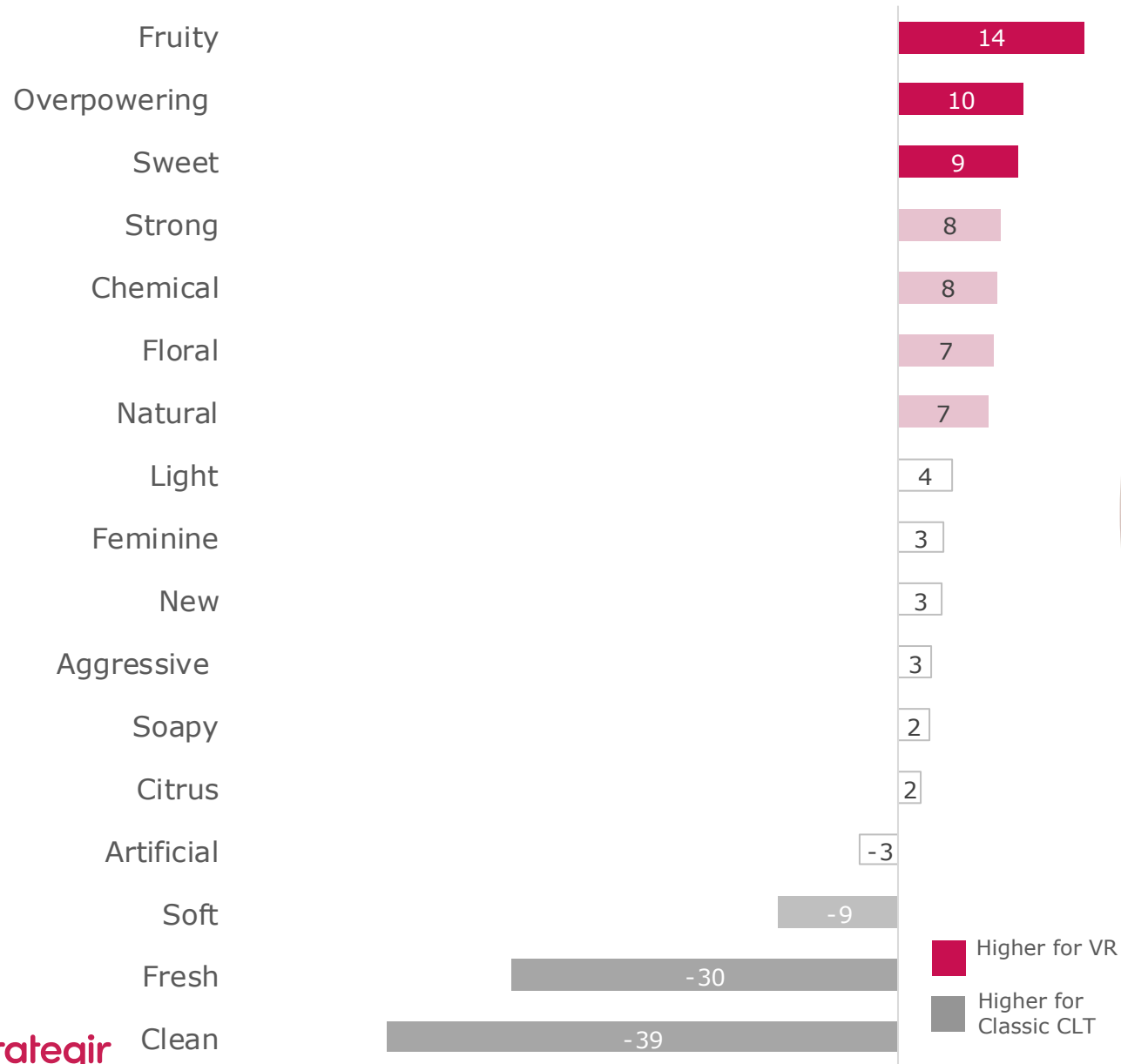
# No wow impact of VR in the data

▶ Same rating with and without VR on key indicators like overall liking





# Description of the scent is richer and less generic with VR



With Standard, consumers describe the different fragrances as fresh and clean mainly. With VR, scent description is more detailed and specific.



Very positive experience

Reveal additional information

Low financial investment

To go further...  
What about the impact on  
another environment?



Increase consumer's engagement

Easy and not more  
expensive to implement at  
an international level...for a  
more qualitative data

Dig our knowldege regarding  
product categories

Very encouraging for digging  
into consumer truth!

[www.strategir.com](http://www.strategir.com)

For more information please contact:

Line Kerrad

Strategir GmbH

Tel. +49 (0)621 32 89 943 31

[kerrad@strategir.de](mailto:kerrad@strategir.de)

**Strategir**  
UNLOCK CONSUMER TRUTH

