

## Sensory Day: Driving brand engagement through multi-sensory consumer experiences

21 June 2017

### Programme

09.00 *Registration & refreshments*

09.30 **Welcome to Leatherhead and introduction to Sensory Day**

Chris Wells, Managing Director and Silvia Peleteiro, Consumer, Sensory & Market Insights Projects Manager

09.45 **Sensory branding: a bridge between brand and product development**

Simon Harrop, CEO, Brand Sense

Sensory branding links a brand's promise to what the customer experiences, across all five senses. A pioneer in sensory branding, Simon will look at the over-reliance on visual thinking; explore our emotional relationship to brands and how this must be congruent with the product experience across multiple senses; as well as explore the concepts of super-additivity and cross-modality. Simon will also introduce you to exercises used in the practice of sensory branding, as well as inspire you with some interesting and surprising case studies.

11.00 *Refreshments*

11.30 **Leveraging the five senses to create engaging packaging**

Marina Hocknell, Principal Analyst, Oakland

Sustainability, premiumisation, personalisation, cocooning and consumer engagement are five areas where the senses can be leveraged to create more effective packaging. Through a case study approach, we'll show you how brands have embraced the senses to create more engaging packaging.

12.00 **Digital revolution: embracing new technologies to develop a deeper understanding of consumer responses**

Elena Patra, Senior Sensory Scientist

Social media, mobile applications, online networks and immersive technologies have rapidly changed our lives and they are now changing the way sensory and consumer research is conducted. Find out how digital information and resources can be essential to sensory research and why they should not be neglected in the digital era.

12.30 *Lunch & Networking*

*Continued overleaf*

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13.30 **Interactive sessions**

- ▮ Step into your consumers' shoes
- ▮ Sugar reduction under the microscope
- ▮ Experience an immersive environment

15:45 ***Sensory facilities and science labs tour (optional)***

16.00 ***Close***