



OPINION

MARKET RESEARCH & CONSULTING GMBH

 Scent Research

○ Scent Relevance

- Technically perfected products and an increasing number of products are making it more and more difficult for customers to obtain a clear view of what's offered on the market. From the individual brand's perspective, it is becoming increasingly difficult to differentiate from the competition. When it comes to choosing a particular brand, the **emotional product experience** is becoming more important as decisive criterion.
- As a **medium of communication**, the **scent** conveys emotions and gives a brand an unmistakable and unique profile. As the product's or the brand's „**invisible personality**“, the scent should therefore be used as an integral component in the marketing mix.

Against this background we have the expertise to offer **competent scent research**.

- By using special tools geared to the task in question, we provide better access to the consumers' emotional perception of a scent.
- We help you to develop or select scents which will enhance the personality and value of your brand. This will generate well-grounded findings and recommendations for future strategies, in order to achieve maximum market success.

When selecting the tools to carry out the tests, our priority is to find the right scent to make your brands successful. We offer special standardised solutions for tackling various tasks.

- **Scent-Screener**

The Scent-Screener is used to make a preliminary scent selection at an early stage in the product's development. From a wide variety of scents some relevant ones are chosen for optimisation.

- **Scent-Analyser**

The Scent-Analyser supports scent decisions in line with your concept: selection of the scent with the highest level of acceptance or, as the case may be, concept and brand fit.

- **Scent-Optimiser**

The Scent-Optimiser determines the optimum scent intensity for expressing the positive features of the product and the brand.

- **Scent-Controller**

The Scent-Controller is used when there is a change in the formulation of ingredients or in the scent. Consumer reactions are tested in order to avoid potential damage to the brand.

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Nuremberg

Rollnerstrasse 8
D-90408 Nuremberg
Germany

Phone +49 911 39364-0
Fax +49 911 39364-88

Hamburg

Schmiedestrasse 2
D-20095 Hamburg

Phone +49 40 2294797-0
Fax +49 40 2294797-29

info@opinion.de
www.opinion.de

- **Patricia Glombitza**
Phone: +49-9 11 / 3 93 64-73
Email: patricia.glombitza@opinion.de

- **Natalie Busse**
Phone: +49- 40 / 2 29 47 97-12
Email: natalie.busse@opinion.de