

OPINION
MARKET RESEARCH & CONSULTING GMBH

Scent Research

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. As far as the individual brand is concerned it is becoming increasingly difficult to stand out against competing products. When it comes to choosing a particular brand, the emotional reaction to the product is becoming more important.

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 of the relevant ones are chosen for optimisation.

○ **Scent Analyser**

The Scent Analyser provides support for scent decisions in line with your product concept: selection of the scent with the highest level of acceptance or, as the case may be, of the one which best harmonizes with your concept and your brand.

○ **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.

○ Of course, your own company standards can also be taken into consideration when these tools are used.

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