Difference Testing & Drivers of Liking®
and
Their Roles in New Product Innovation

**November 5-8, 2024
The Greenbrier, WV
(& Virtually)**

Generational products that spawn new categories often originate in technical changes that provide new consumer–perceived benefits. Before these benefits can be established, two requirements need to be met. The first is that a change will be perceived by a consumer and the second is that the change will be consumer-relevant. Detecting product changes requires appropriately powered sensory methodology and determining consumer relevance requires a link between sensory testing and measures of consumer response. Inherent in the idea of consumer relevance is that the technical change carries with it a novel benefit often not previously identified by the consumer until they experience the change. Following the articulation of a consumer benefit, research moves into product development and optimization. Finally, the benefit is skillfully articulated in advertising claims that are based on sound advertising claim substantiation with defensible methodology.

Learning Objectives

- The purpose of this course is to explain the invention-innovation blueprint shown below while identifying and understanding the inputs needed to implement it

- This blueprint has two major components with their own objectives and corresponding methodologies
  - Technical changes and product development
  - Marketing insights and brand development

- In this course, Part I, we will
  - Review and explain sensory testing methodologies that identify consumer-relevant product differences
  - Discuss tools that are used in product development such as Drivers of Liking® techniques and claims support

- Part II on brand development will be taught separately in April 2025

TUESDAY, November 5   *(8:00 AM - 4:00 PM ET)*
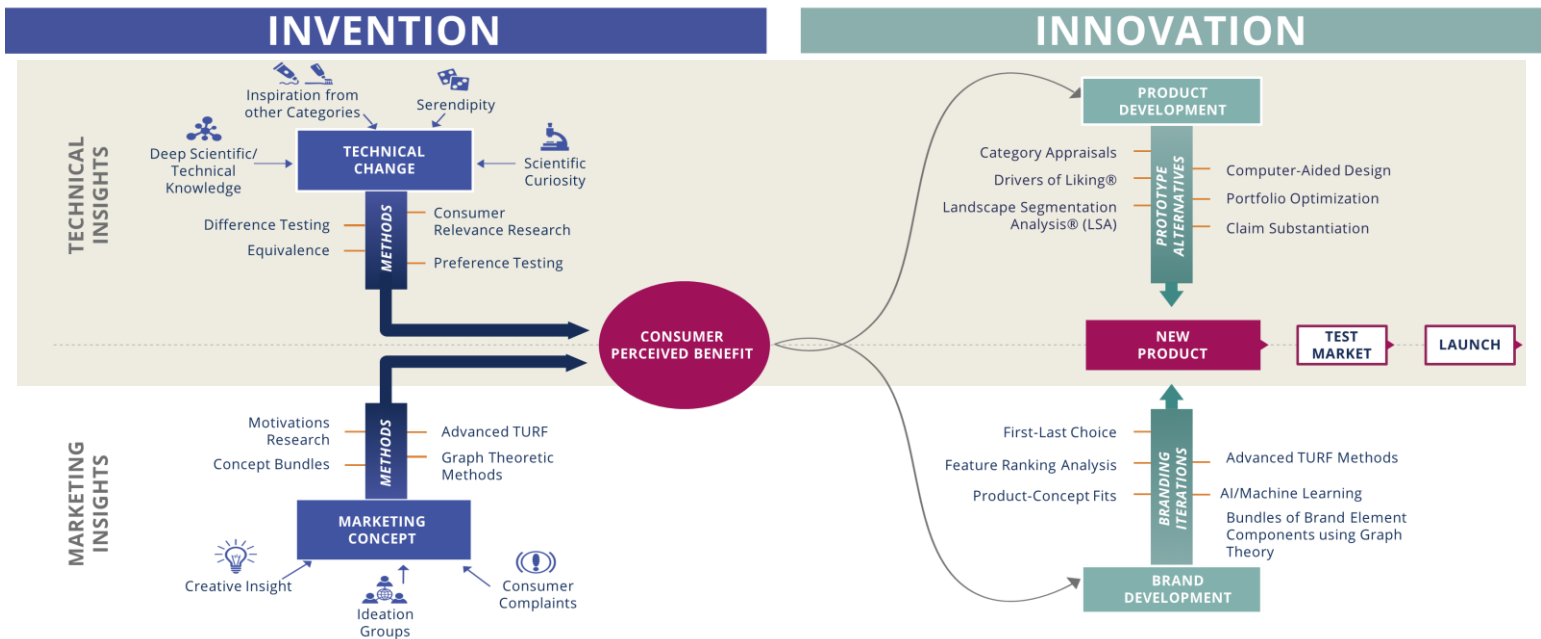
Topics

- ♦ The Invention-Innovation Paradigm
- ♦ Consumer-perceived benefits
- ♦ Innovation in the beer industry: Historical perspectives

- ♦ Maximizing input quality to support INVENTION (technical changes)
  - ♦ A conundrum: Consumer preference without a sensory difference
  - ♦ Thurstonian models for discrimination testing: Variability, decision rules, and *d′* values
  - ♦ Detailed account of common difference testing methods: 2-AFC, duo-trio, triangle, tetrad
  - ♦ Proportion detectors in the population and its invalidity
  - ♦ Equivalence testing
  - ♦ Consumer relevance research

Cases *(IFPrograms® exercises)*

- ♦ Ingredient supplier change: Performance variability measuring cookie texture using 2-AFC and triangle

- ♦ Apple-flavored beverages: A consumer preference without a sensory difference and its resolution

- ♦ Variability in proportion detector estimates

WEDNESDAY, November 6 *(8:00 AM - 4:00 PM ET)*

Topics

- ♦ Why the tetrad is superior to the triangle and duo-trio methods
- ♦ Which sample size do I need for my research?
- ♦ Consumer-relevant action standards and how to create them
- ♦ Same-different vs. paired preference for consumer relevance
- ♦ Risk and sample size when switching to the tetrad method
- ♦ Building a successful internal sensory program

Cases *(IFPrograms® exercises)*

- ♦ Specifying panel sample sizes as a function of method, power, α, and size of the difference
- ♦ Same-different method to establish consumer relevance (δ_R)
- ♦ Linking internal panel and consumer sensitivities
- ♦ Switching from the triangle to the tetrad method

Claims Substantiation

- ♦ Overview of the NAD and the NARB in self-regulation
- ♦ Designs for claims support and review of the ASTM guide
- ♦ Febreze®: How an odor elimination claim was successfully challenged at the NAD and the NARB
- ♦ Support for the "more taste" Miller Lite® claim over Bud Light®
- ♦ Multiplicative claims: "Twice as good as" and "4 out of 5"
- ♦ Samsung vs. LG 3-D TVs
- ♦ Preference and equivalence claims
- ♦ Design of consumer perception (ad takeaway) surveys

Freshness for days!!

Febreze, Lite and Bud Light are registered trademarks of P&G, MolsonCoors and Anheuser Busch, respectively

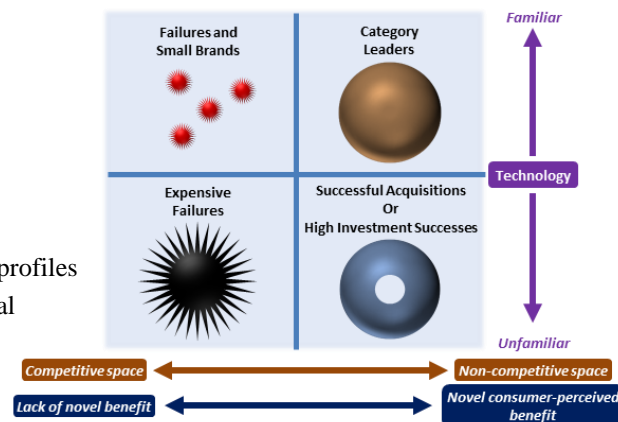## THURSDAY, November 7 *(8:00 AM - 4:00 PM ET)*

Unfolding

Topics

- ♦ Maximizing input quality to support INNOVATION (product development)
- ♦ Why link consumer and sensory data?
- ♦ The sensory space in contrast to the Drivers of Liking space
- ♦ How to plan a category appraisal *(IFPrograms® exercises)*
  - ♦ Product selection using graph theory
  - ♦ Optimizing sample presentation orders (positions, sequences, sequence spread)
  - ♦ Multiple day effect, complete vs. incomplete block designs
- ♦ First mapping option for ingredient change project
  - ♦ Factor analysis
  - ♦ Assumptions and potential limitations of the approach

- ♦ Introduction to Landscape Segmentation Analysis® (LSA): Liking as a form of similarity *(IFPrograms® exercises)*
  - ♦ Successive analytical steps
  - ♦ Unfolding - Combining models from Thurstone and Coombs
- ♦ Applications of LSA principles to an ingredient substitution project
  - ♦ Creating the product and consumer ideal point space
  - ♦ Studying consumer segmentation
  - ♦ Regressing sensory information to uncover the drivers of liking
- ♦ Contrasting LSA with internal and external preference mapping while outlining their respective strengths and weaknesses
  - ♦ Mapping technique comparison using 27 real-world category appraisals

FRIDAY, November 8 *(8:00 AM - 12:00 PM ET)*

Topics: Going beyond the initial mapping phase

- ♦ Using the Drivers of Liking space *(IFPrograms® exercises)*
  - ♦ Maximizing consumer satisfaction
  - ♦ Creating optimal product portfolios and generating optima sensory profiles
  - ♦ Maximizing first choice against competition
  - ♦ Using machine learning to characterize uncovered consumer subgroups
- ♦ Extending the use of an LSA space: Predicting new product performance
  - ♦ Determine the performance of new products using their sensory and analytical profiles
  - ♦ LSA as a computer-aided design tool: Predict consumer acceptability using ideal points without new consumer testing
- ♦ Novel applications of LSA in the real world
  - ♦ Course conclusions

Familiar

Failures and Small Brands	Category Leaders
Expensive Failures	Successful Acquisitions Or High Investment Successes

Technology

Unfamiliar

Competitive space → Non-competitive space
Lack of novel benefit ← → Novel consumer-perceived benefit

REGISTRATION

In-person or live-stream attendance

In-Person or Live Stream Attendance……………….. **$950**

First 10 In-person Registrants ……………………… **Free**

Current Licensees of IFPrograms®…………………… **Free**

A 10% discount will be applied to each additional registration when registered at the same time, from the same company.

We offer reduced fees (50%) for non-profit entities, academics, and government employees. Contact us to register with reduced fees.

Registration includes a course manual, and on-line downloads of our latest books. For those attending in-person, also included are food/beverage break refreshments during the course, and buffet lunches and group dinners on Tuesday - Thursday.

Register online at www.ifpress.com/courses

Fee payment can be made online by credit card or by invoice. If you qualify for a fee discount or would like to be invoiced, please contact **Shannon Denton-Brown** before registering at mail@ifpress.com or call 804-675-2980 x101.

LOCATION

The course will be held at The Greenbrier® in White Sulphur Springs, West Virginia. Nestled in the Allegheny Mountains, this gracious hotel is renowned for its hospitality and service.

LODGING

Lodging is not included in the course fee and participants must make their own hotel reservations. A block of rooms is being held at The Greenbrier at a special rate of **$209** *(plus resort fees & taxes)*. To make a reservation, please call **1-877-661-0839** and mention you are attending the *Institute for Perception* course (*note: the special rate is not available through online reservations.*) To learn more about The Greenbrier, visit their website at www.greenbrier.com.

Alternative accommodation is available at the new Schoolhouse Hotel within a mile of The Greenbrier. Rates are from **$135-175**.

TRANSPORTATION

The Greenbrier Valley Airport (**LWB**) in Lewisburg is a 15m shuttle ride to the hotel. There are direct flights to LWB from Charlotte (**CLT**). Other airports include Roanoke, VA (**ROA,** 1:15h), Charleston, WV (**CRW,** 2:00h.), and Charlottesville, VA (**CHO,** 2:15h).

CANCELLATION POLICY

Registrants who have not cancelled two working days prior to the course will be charged the entire fee. Substitutions are allowed for any reason.

Speakers

For biographical information, please visit www.ifpress.com

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IFPrograms®

The course instruction includes software to perform analyses and exercises. To introduce you to the capabilities of IFPrograms, you will receive a complimentary 3-month trial of the Professional version (www.ifpress.com/software) (IFPrograms is not required to apply course principles.)