



## Course Announcement

# Landscape Segmentation Analysis<sup>®</sup> and Other Tools for Product and Concept Testing

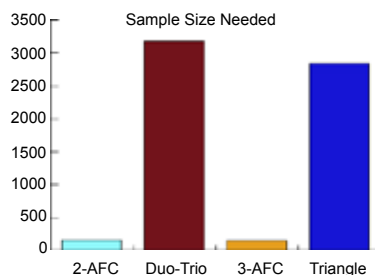
*Saturday, July 25, 2009, 8:00 – 17:00  
at the Grand Hotel, Florence, Italy*

### What You Will Learn!!

This course is taught in the dynamic context of a consumer products company. The story engages participants as critical management decisions are made concerning product development and product quality issues.

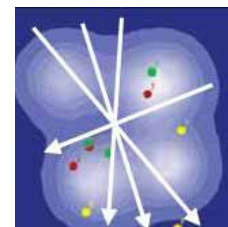
In the first section of the course, participants will develop an understanding of commonly used discrimination and rating methods within this practical industrial framework and learn why some methodologies are up to 100 times more expensive to run than others. Through case studies, you will learn how to:

- ◆ Relate difference testing, rating and ranking results to each other and determine relative power
- ◆ Take into account the subject's decision rule to improve the reliability and reproducibility of your measurements
- ◆ Select a suitable discrimination method based on the objectives of your project
- ◆ Quantify the degree of sensory difference to set a quality specification
- ◆ Develop results that are not method specific



In the second section of the course, we address product similarity and consumer segmentation issues. Based on consumer liking and motivations data, participants will learn to “see” the market from the consumers’ perspective. Participants will develop an understanding of similarity, Drivers of Liking<sup>®</sup> and Landscape Segmentation Analysis<sup>®</sup> (LSA) maps. Using case studies we will show how to:

- ◆ Generate maps of the current consumer landscape and identify product opportunities
- ◆ Find consumer segments using individual ideals
- ◆ Link maps to descriptive, analytical, and consumer descriptive data to find product strengths and weaknesses
- ◆ Investigate the effect of product branding and imagery variables on consumer acceptability
- ◆ Design optimum product portfolios



### Meet the Instructor

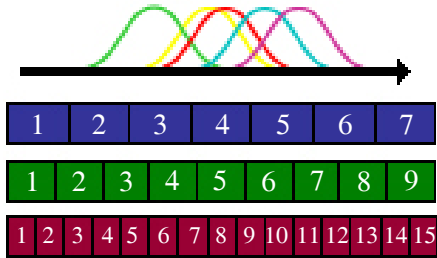


**Dr. Benoît Rousseau** is Vice President of Technical Operations at The Institute for Perception. Benoît is a Food Engineer, holds a Ph.D. in Sensory Science and Psychophysics, and has conducted extensive experimental research on probabilistic models. He has published numerous research articles in peer-reviewed journals as well as several book chapters. At The Institute for Perception, Benoît manages projects for clients and is actively involved in our short courses where his effective and user-friendly skills to introducing new ideas are valued.

## Section I

### Topics:

- ◆ Difference testing methods: m-AFC, triangle, duo-trio, same-different and A/Not A
- ◆ Estimating a measure of sensory difference,  $d'$ , and its variance from discrimination tests
- ◆ Power and sample sizes for discrimination methods
- ◆ Proportion of discriminators in the population
- ◆ Using categorical scales and ranking to measure product sensory differences



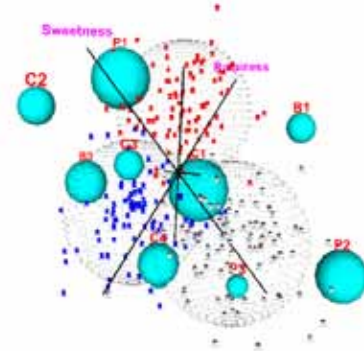
### Cases:

- ◆ Product differences using m-AFC tests
- ◆ Ingredient supplier change: Texture using 2-AFC, duo-trio, and triangle; The issue of power
- ◆ Superiority claim: 2-AFC vs. duo-trio
- ◆ 2-AFC and 2-AC on carbonated water
- ◆ Descriptive analysis of chocolate chip cookies using rating and ranking methods

## Section II

### Topics:

- ◆ Liking as a similarity measure
- ◆ Generating an LSA map with product and consumer ideal points
- ◆ Finding the consumers' drivers of liking
- ◆ Contrasting LSA and Internal/External Preference Mapping
- ◆ Predicting product locations on the map based on their sensory profiles
- ◆ Developing optimal product portfolios



### Cases:

- ◆ LSA on 25 beverages
- ◆ Determining a product's optimal sensory profile using a market appraisal study
- ◆ Product portfolio optimization for a population with three distinct segments
- ◆ Blind-branded study: Branding and imagery effects on consumers' product acceptability; Chardonnay wines

## Course Information

**Location:** The Grand Hotel, Florence  
Piazza Ognissanti 1, Firenze 50123  
Phone: (39) 055 27161



The Grand Hotel is an award winning 5 star hotel situated in central Florence, overlooking the Arno River. It is approximately a ten minute walk from the Stazione Leopolda at Porta al Prato where the 8<sup>th</sup> Pangborn Sensory Science Symposium will be held.

**Who Should Attend?** This course is an introductory course developed for technical and supervisory personnel in sensory evaluation, market research, product development, process development, quality assurance, marketing, legal, and general management currently working in consumer product companies.

**Language of Instruction:** This course will be taught in English.

**Registration: \$750 (~ €600)** - Fees include coffee breaks, lunch, manuals, tables for product testing methods and a book of technical reports. Qualified participants will receive a one year, single user license to a version of the IFPrograms™ software. A version of Landscape Segmentation Analysis® is available through our upgrade program.

Enrollment is limited, so register early. You can hold a place by phoning (USA) 804 675 2980 or on our website at [www.ifpress.com](http://www.ifpress.com).