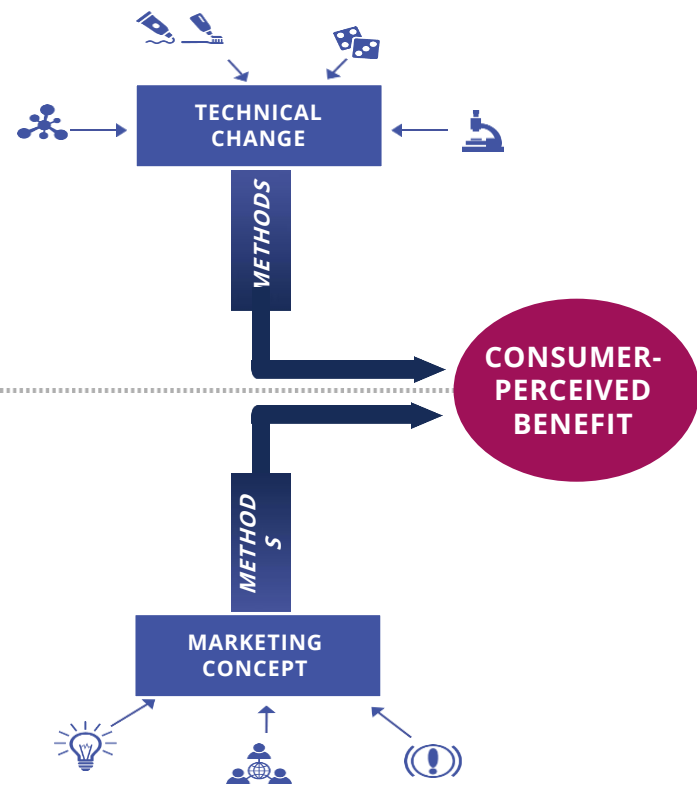




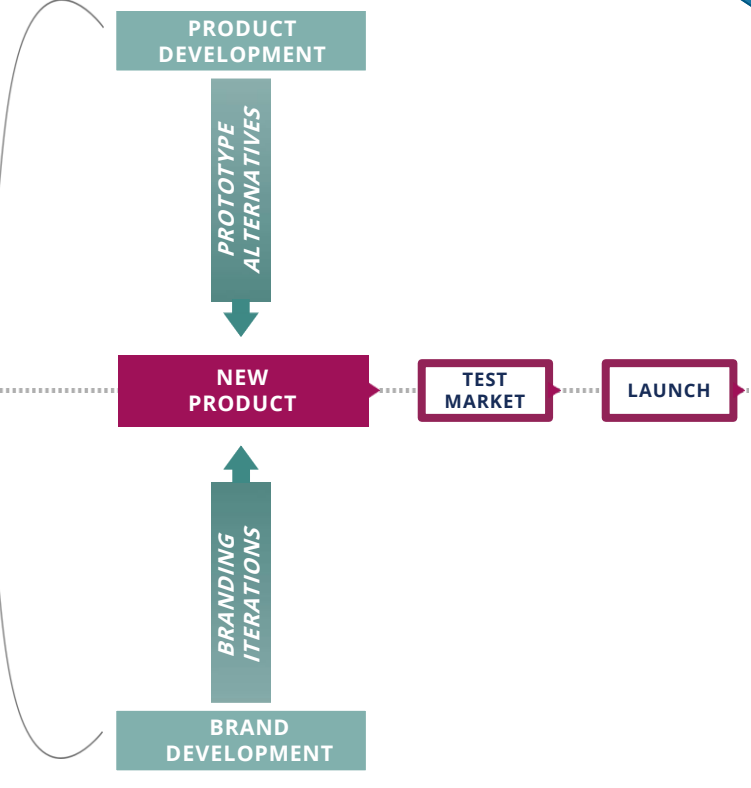
Difference Testing and Drivers of Liking[®] and Their Roles in New Product Innovation

November 7-10, 2023
The Greenbrier, WV
(& Virtually)

INVENTION



INNOVATION



Hundreds of you in Sensory and Consumer Science have already downloaded Dr. Daniel Ennis' book, Thurstonian Models, and many more attended our recent webinars. Join us at the Greenbrier, or online, next month and learn how the theory applies in practice!

Invention & Innovation: All highly successful new product introductions have certain features that drive their success. A central element is that they provide a new consumer-perceived benefit and, once that benefit has been identified, it is skillfully expressed in a new product. In this course, we will first illustrate with examples what we mean by a consumer-perceived benefit in a variety of product categories. Then we will examine how methods used in sensory and consumer science, in particular discrimination testing and Drivers of Liking®, play a role in converting a technical change into a successful new product.

In these courses, we will describe how you can use the Thurstonian framework to successfully answer two recurring questions:

- * **Discrimination testing:** How do you determine the most appropriate method for your applications that provides data that can detect differences due to a technical change at high power and anticipate consumer relevance?
- * **Drivers of Liking®:** What product characteristics drive consumer liking at an individual level and how can you build a tool to aid in successful new product innovation?

These highly interactive courses will cover a series of topics and learning objectives

◆ COURSE 1: Invention and Innovation, Discrimination Testing

- ◆ The invention-innovation paradigm and consumer-perceived benefits
- ◆ Thurstonian theory underling sensory and consumer science
- ◆ **Discrimination testing**
 - Explain how consumers have preferences when experts do not detect a difference
 - Avoid missing a product change opportunity
 - Establish the consumer-relevance of a difference
 - Objectively select the most suitable discrimination method for your panel
 - Create a risk profile that optimizes your testing power and panel sample size

◆ COURSE 2: Drivers of Liking®

- Learn how to select optimal sets of products for a Drivers of Liking® project
- Understand what 'unfolding' is and how to use it to produce a drivers of liking space
- Compare different preference mapping techniques and select the most suitable approach
- Conduct product portfolio optimization to identify opportunities and optimal sensory profiles
- Predict the success of existing or new products without further consumer testing



TUESDAY, NOV 7
(8:00 AM - 4:00 PM ET)

COURSE 1

Thurstonian Models and Discrimination Testing

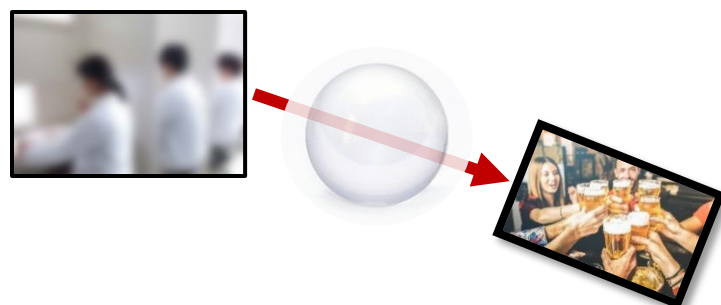
Topics

- ◆ The Invention-Innovation Paradigm
- ◆ Consumer-perceived benefits
- ◆ Innovation in the beer industry: Historical perspectives
- ◆ Olfactory innovations: The rise of the botanicals

- ◆ Thurstonian models for discrimination testing:
Variability, decision rules, d' values and variances
- ◆ Detailed account of common difference testing methods: 2-AFC, duo-trio, triangle, tetrad
- ◆ A better alternative to proportion detectors in the population

Cases (*IFPrograms® exercises*)

- ◆ Ingredient supplier change: Texture of cookies using 2-AFC and triangle
- ◆ Consumer preference without a sensory difference
- ◆ Variability in proportion detector estimates



WEDNESDAY, NOV 8
(8:00 AM - 4:00 PM ET)

COURSE 1

Thurstonian Models and Discrimination Testing (Cont.)

Topics

- ◆ Why the tetrad is superior to the triangle and duo-trio methods
- ◆ Power and sample sizes for difference testing methods
- ◆ 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)

- ◆ Estimating 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

THURSDAY, NOV 9
(8:00 AM - 4:00 PM ET)

COURSE 2

Thurstonian Models and Drivers of Liking®

- ◆ 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
 - Method comparison to generate sample presentation orders
 - 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 **ingredient change project**
 - Creating the product and consumer ideal point space
 - Studying consumer segmentation
 - Regressing sensory information to uncover the drivers of liking
- ◆ Limitations of internal and external preference mapping that do not account for perceptual variance and individual ideal points
 - ◆ Application of LSA to 27 real-world category appraisals

FRIDAY, NOV 10
(8:00 AM - 12:00 PM ET)

COURSE 2

Thurstonian Models and Drivers of Liking® (Cont.)

- ◆ Using the Drivers of Liking Space (IFPrograms® exercises)
 - Maximizing consumer satisfaction (absence of competition)
 - Creating optimal product sensory profiles and portfolios
 - Best strategy to avoid cannibalization
 - Maximizing first choice against competition
 - Using machine learning to characterize uncovered consumer subgroups
- ◆ Extending the use of an LSA space: New product predicted performance (IFPrograms® exercises)
 - Determine the spatial location 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



REGISTRATION

In-person or live-stream attendance

Course 1 or Course 2..... \$700
Both Courses..... \$1,300

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.

Fee includes a course manual, and a copy of our latest books. For those attending in-person, also included are food/beverage break refreshments, buffet lunches on Tuesday -- Thursday and a group dinner on Tuesday and Thursday.



Register online at www.ifpress.com/courses

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



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.

TRANSPORTATION

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

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.



For biographical information, please visit www.ifpress.com



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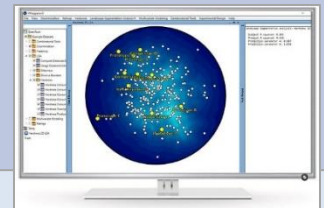
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Anthony Manuele
 Molson Coors Beverage Company
- Retired Vice President of Global Brewing, Quality, Innovation, and Technical Governance



Dulce Paredes
 Consumer Navigator LLC.



IFPrograms®

The course instruction includes software to perform analyses and exercises. Prior to the course, you will be sent information by email to install IFPrograms. To introduce you to the capabilities of IFPrograms, you will also receive a complimentary 3-month trial of the Professional version used for LSA and other sensory and consumer data related analyses (www.ifpress.com/software) (Note: IFPrograms is not required to apply course principles.)