About Us

The Institute for Perception, founded in 1992, is a full-service research consulting firm specializing in premium quality services to help convert marketing concepts or technical inventions into innovative new products. We also help to support advertising claims. We conduct extensive research on new models of human perception to provide a basis for methods to support product development, market research, and advertising claim substantiation. We offer training opportunities in these areas through courses, books, peer reviewed publications, technical reports, webinars, and software.

Client Services

We offer expertise in a variety of areas:

- **Project Management**
  - Study design
  - Data collection
  - Analyses, interpretation, and reporting

- **Advertising Claims Support**

- **Consulting**

  **Audit of Internal Sensory Programs**

  We use a variety of tools, methods, and techniques:

  - **Exploring the Consumer Landscape**
    - Drivers of Liking®
    - Landscape Segmentation Analysis®
    - Category appraisals
    - Product-concept fits
    - Brand equity and penalty analysis
    - Model-based design of new products
    - Measuring brand imagery variables
    - Product portfolio optimization
    - Motivations for product consumption

  - **Tools for Product Testing and Claims Support**
    - Discrimination tests
    - Product testing for claims support
    - Replicated testing
    - Scaling, Ranking and Max-Diff
    - Development of sensory testing programs
    - Statistical testing with optimum power
    - Equivalence testing
    - Multiplicative comparisons

  - **Methods for Product and Consumer Clustering**
    - Advances on TURF-type techniques
    - Maximally efficient product comparisons
    - Optimal clique representations of consumers
    - New market segmentation techniques

  - **Statistical Techniques**
    - Classical statistical analyses
    - Product optimization
    - Custom experimental designs
    - Discrete choice modeling

The Institute for Perception offers comprehensive client services to assist in the development process of new and/or improved products and marketing concepts:

- **Invention**
  - Difference Tests
  - Quality Assurance Testing
  - Consumer Relevance
  - Equivalence Testing
  - Switching to Tetrads

- **Marketing Concepts**
  - Motivations for Product Consumption
  - Graph Theory (GTA)
  - Discrete Choice
  - Brand and Consumer Insights
  - Concept Bundles

- **Product Development**
  - Category Appraisals
  - Drivers of Liking®
  - Landscape Segmentation Analysis® (LSA)
  - Computer Aided Design
  - Portfolio Optimization

- **Brand/Concept Development**
  - First-Last Choice
  - Product Concept Fits
eTURF 2.0
  - Optimum Portfolios
  - Bundles of Brand Element Components with GTA

- **Substantiation of Advertising Message(s)**
  - Product Testing for Claims Support

- **Test Market**

- **Launch**

- **New Products**

- **Claim Challenges**
  - Expert Witnessing
  - Consumer Takeaway Surveys
  - Refusing Competitor Claims

Leadership

**Dr. Daniel M. Ennis**

President

Dr. Daniel Ennis has doctorates for research in food science and mathematical & statistical psychology. He is also a Professional Statistician accredited by the American Statistical Association. Dr. Ennis has published extensively on mathematical models for human decision-making and was the first to show that humans possess a transducer in the chemical senses. In 2001, he solved the degeneracy problem in multidimensional unfolding. Danny is a recipient of the Sensory and Consumer Sciences Achievement Award from IFT and also the ASTM David R. Peryam Award in recognition of “outstanding contributions to the field of basic and applied sensory science.” Danny has more than 40 years of experience working on product testing theory and applications for consumer products. He consults globally and has served as an expert witness in a wide variety of advertising cases.

**Dr. Benoît Rousseau**

Senior Vice President

Dr. Rousseau received his food engineering degree from AgroParisTech in Paris, France and holds a PhD in sensory science and psychophysics from the University of California, Davis. He has over 25 years of experience in managing projects in the field of sensory and consumer science, actively working with clients in the USA, Asia, Latin America, and Europe. His theoretical and experimental research has led to numerous journal articles as well as several book chapters. Benoit regularly teaches short courses and seminars, where his user-friendly communication style of traditional and more advanced scientific topics to small and large audiences is appreciated. He is also involved in academic instruction, which includes a visiting professor position at Chuo University in Japan.
Courses
Spring and Fall Annual Short-Courses
- Advertising Claims Support
- Symposia and Master Class – addressing current topics in sensory and consumer science
Internal Courses Held at Client Location
- Customize a unique training program to meet your organization’s specific educational needs

IFPresentations™
A Webinar Subscription Service
Included in the annual subscription fee:
- Recordings of the next 4 webinars (a 50% savings!)
- Complimentary attendance at any of the next 4 webinars
- Request topics for upcoming webinars
- 50% off recordings of any past webinars

Books
All books can be ordered from www.ifpress.com/books
Tools and Applications of Sensory and Consumer Science
- 71 technical report scenarios based on real-life problems in the areas of
  - Drivers of Liking®
  - Landscape Segmentation Analysis®
  - Ratings & Rankings
  - Claims Support
  - Probabilistic Multidimensional Scaling
  - Combinatorial Tools
  - Difference Tests
  - Optimizing Product Portfolios
  - Designing Tests & Surveys

  - Plus 27 tables for product testing methods

Readings in Advertising Claims Substantiation
- Eight chapters exploring three topics crucial to making defensible claims
  - Testing for equivalence
  - Testing for multiplicative claims
  - Accounting for no preference/difference in product testing

Thurstonian Models: Categorical Decision Making in the Presence of Noise
This book provides a comprehensive account of the derivation of Thurstonian models for a wide variety of behavioral tasks.

IFPrograms® Software
A suite of analytic tools capable of the following data analyses:
- Discrimination Testing
- Rating/Ranking Methods
- Landscape Segmentation Analysis®
- Multivariate Modeling
- Combinatorial Tools

IFPrograms™ is available in four feature levels: Tools, Standard, Enhanced, and Professional. It is licensed for use on an annual basis.

Research
The Institute for Perception offers reprints on request through our website of our published works, presentations, and talks. We invite you to become a Colleague to gain access to these resources.

Become a Colleague – joining is free!
As a Colleague, you can receive PDFs of the items listed below and you will also receive our quarterly newsletters which feature a new technical report in each issue.

Journal Articles
A collection of all our peer-reviewed articles with citing reference organized by year and by category.
Categories include:
- Psychometrics, and Mathematical and Statistical Psychology
- Marketing, Sensory Science, Food Quality, and Management
- Mathematics and Statistics
- Chemistry, Chemical Senses, and Pharmacokinetics
- Cognitive Neuroscience

Technical Reports
The Institute for Perception has published a technical report in our IFPress quarterly newsletter since 1998. All reports can be viewed by title and by abstract, and downloaded from our website. Also, 71 select reports have been compiled into our book, Tools and Applications of Sensory and Consumer Science.

Presentations – Talks and Posters
Our leadership actively participates in sensory and consumer science professional meetings and symposia. Colleagues can download these presentations from our website, www.ifpress.com

Visit www.ifpress.com for detailed information about the following resources…

Webinars
Quarterly Live Webinars and Recordings
Topic Categories:
- Sensory Difference Tests
- Advertising Claims Support
- Drivers of Liking® and Landscape Segmentation Analysis®
- Combinatorial Tools
- Design Issues in Product Tests and Surveys
- Innovation
- Machine Learning

Full Service Capabilities
Our extensive network of fieldwork partners allows us to manage and execute projects almost anywhere in the world, in central location, home use, or internet-based settings. Through our fieldwork experience, study supervision, and attention to detail, we guarantee the highest data quality without which a project cannot be successful.

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