

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

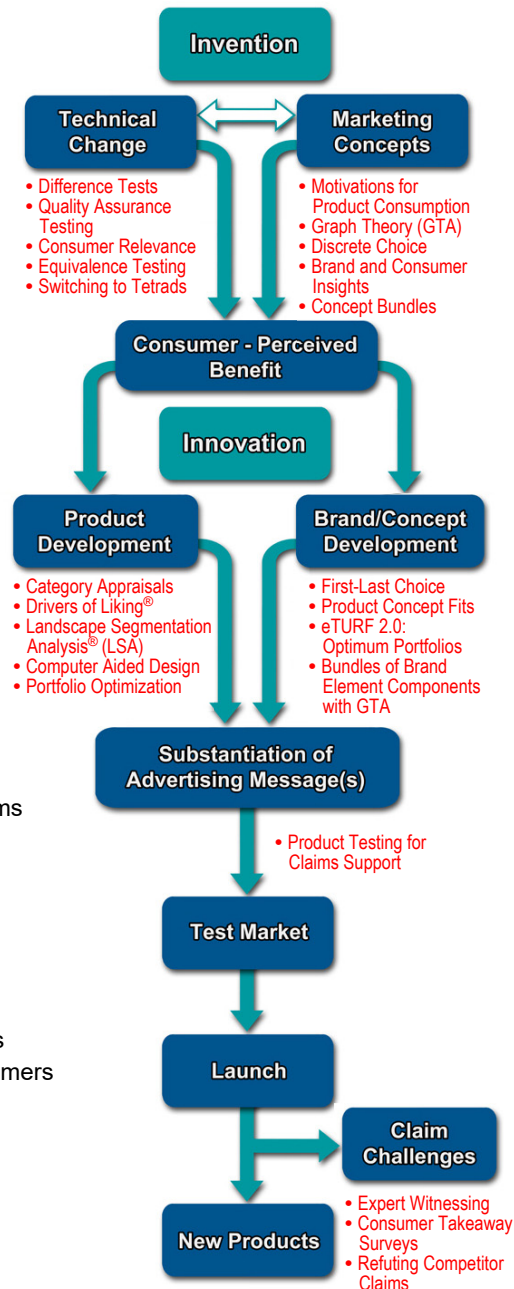
Methods for Product and Consumer Clustering

- 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:



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. Benoît 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.

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.



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

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:

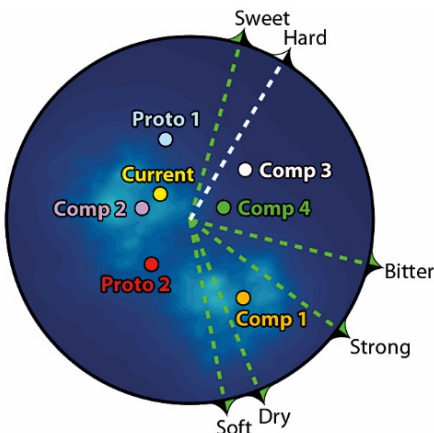
- Recordings of the next 4 webinars (a 50% savings!)
- Complimentary attendance at any of the next 4 webinars
- Request topics for upcoming webinars
- 50% off recordings of any past webinars

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



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

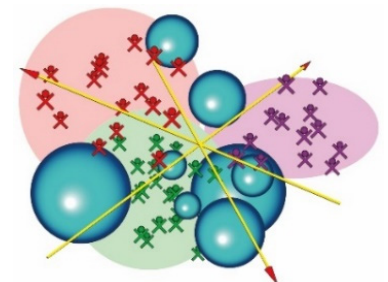
A collection of all our peer-reviewed articles with citing reference organized by year and by category.

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