

THE TASTING PANEL

Brought to you by





About Vibrand

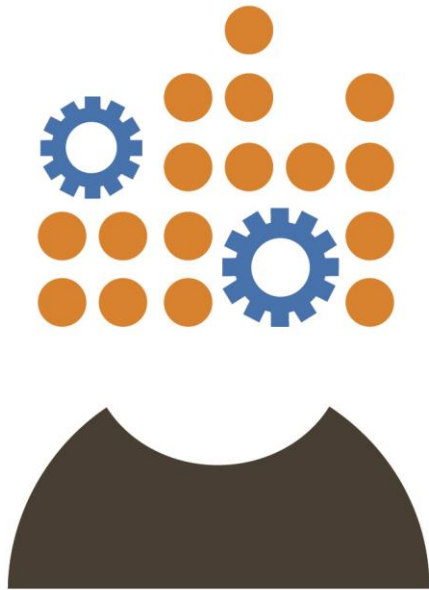
Our Clients: Business, Agency and Social

About The Tasting Panel

How it works

Contact Us...





Vibrand

About us



Experienced, Innovative & Adaptable to your Needs & Budget

Vibrand was *founded twelve years ago* by Stuart Jones & Richard Katz



Now a *Full Service Strategic Agency* with integrated Quant, Qual & a range of specialist, online & tech driven products.



The Vibrand Collective ensures budget-competitive, *director-level involvement on all projects* products.



At Vibrand, we place strong emphasis on *modernity, innovation, insight generation*... BUT, with a total commitment to *useful & useable outcomes*.



Our reach spans far beyond South Africa's borders. Between us, we have experience on every continent, across various categories.



Vibrand Research is a certified Level 4 B-BBEE contributor, with a 100% procurement recognition level.





What we do...

Vibrand Reach: networks of field teams and high tech combine to offer short form surveys quickly and affordably in all 9 provinces and in 53 other developing markets.

Vibrand Qual: qualitative research across all the various methods, with the best in house staff and out-of-house partners across all disciplines.

Vibrand Quant: tailored quantitative research in SA and 36 other developing markets.

Vibrand Opinion: deep social media research; partners with Crimson Hexagon. Mining and analysing 900 billion pieces of data for consumer, category and & behavioural information.

Vibrand Social: now housed in our sister company, the **Citizen Research Centre**.



INTRODUCING

Vibrand Taste Testing: now housed in our sister company, **The Tasting Panel**.





About Us

The Vibrant leadership team



Stuart Jones
Founder & MD



Janine Radley
Snr Research Executive
"The Fixer"



Debbie Gebhardt
The Tasting Panel
Director



Claudia Nolting
Qualitative Account
Manager
"The Mentalist"



Marilu Smit
Quantitative and
Innovations Manager
"The Savant"



We are committed to developing ongoing, mutually beneficial relationships with all our Clients

- We offer **research of high calibre** across all major methodologies, with an emphasis on creative and modern approaches
- We are driven to provide the **best Client service** in the industry
- Where projects require a more strategic touch, we have high level capabilities in **creative ideation and workshoping**





Our Clients

Business, Social & Agency





Empowered lives.
Resilient nations.



UNODC

United Nations Office on Drugs and Crime

The Network for
Religious and
Traditional
Peacemakers



**THE
WORLD
BANK**



HAVAS

DRAFTFCB

TBWA

Spilvy

Y&R

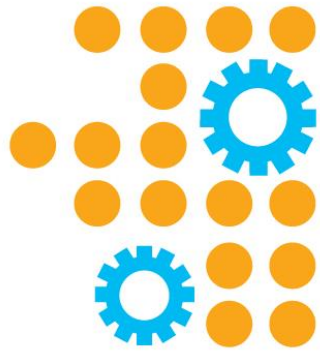
DDB^o

SAATCHI & SAATCHI

M
MetropolitanRepublic

T:ME SQUARE
MOVING BRANDS. MOVING PEOPLE.

THE JUPITER
DRAWING ROOM



THE
TASTING
PANEL

The Tasting Panel

About us

Conducting taste testing for our clients led us to realise that there was an opportunity to pursue...

- **Quantitative Food & Beverage testing with Consumers**, convened in a natural, informal environment, underpinned by:
 - *Rigour in recruiting*
 - *Organisational capacity*
 - *Statistical tools specific to sensory research*

“We collect & analyse data on your consumer’s tastes, opinions and preferences to provide statistically based recommendations and valuable, actionable insights into your product offerings.”

Our core disciplines, rooted in Quantitative Methodologies are

- ***Sensory Analysis*** – a scientific discipline that applies principles of experimental design and statistical analysis to the use of human senses (specifically sight, smell and / or taste) for the purposes of evaluating consumer products.
- ***Usage Analysis*** – statistically assessing purchase and consumption / usage frequency, key influencers in the product selection process, as well as usage occasions and timings

We offer expert advice on...

- **Packaging, Branding & Concept Testing** – as an alternative or add-on to traditional qualitative focus groups, we use our statistical methodologies to provide guidance on pack design and new concepts
- **Product Formulation Testing** – whether choosing which new variant to launch, understanding how your product performs relative to competitors, assessing changes to existing products or looking for specific recommendations on how to improve your current offering
- **Product Performance Testing** – assessing how well your product delivers on consumer expectations and needs, as well as your claims, and incorporating relativity to competitors if required
- **Preference Claims** – using a statistically significant sample and quantitative methodology we can provide you with credible preference claims as a powerful complement to your marketing mix
- **Product Usage** – understanding how, when, where and how often consumers use your product, as well as how they decide to buy

Our consumer panel can be comprised in various ways...

- **Standing panels** can be established and used over a period of time to test various products in similar categories (e.g. dairy users, beer drinkers)
- **Bespoke panels** can be convened for specific once-off projects.
- **Flash Panels** can be conducted on your premises using your own staff, assuming you have a sufficiently large staff complement and suitable facilities. These are generally used for quick and simple tests with limited recruitment specifications.

Where we talk to consumers...

- **Central Home Testing**, where a panel of consumers, typically 40 at a time, are invited to participate during a convenient 2 hour window in a lead consumer's home and hosted by an expert member of our team.
- **Home Usage Testing**, where product is delivered to our consumer panels at their respective homes, and tested over a period of time.
- **In-store Testing**, where products are sampled at the moment of choice, or where we assess purchase behavior and decision-making at the point of purchase

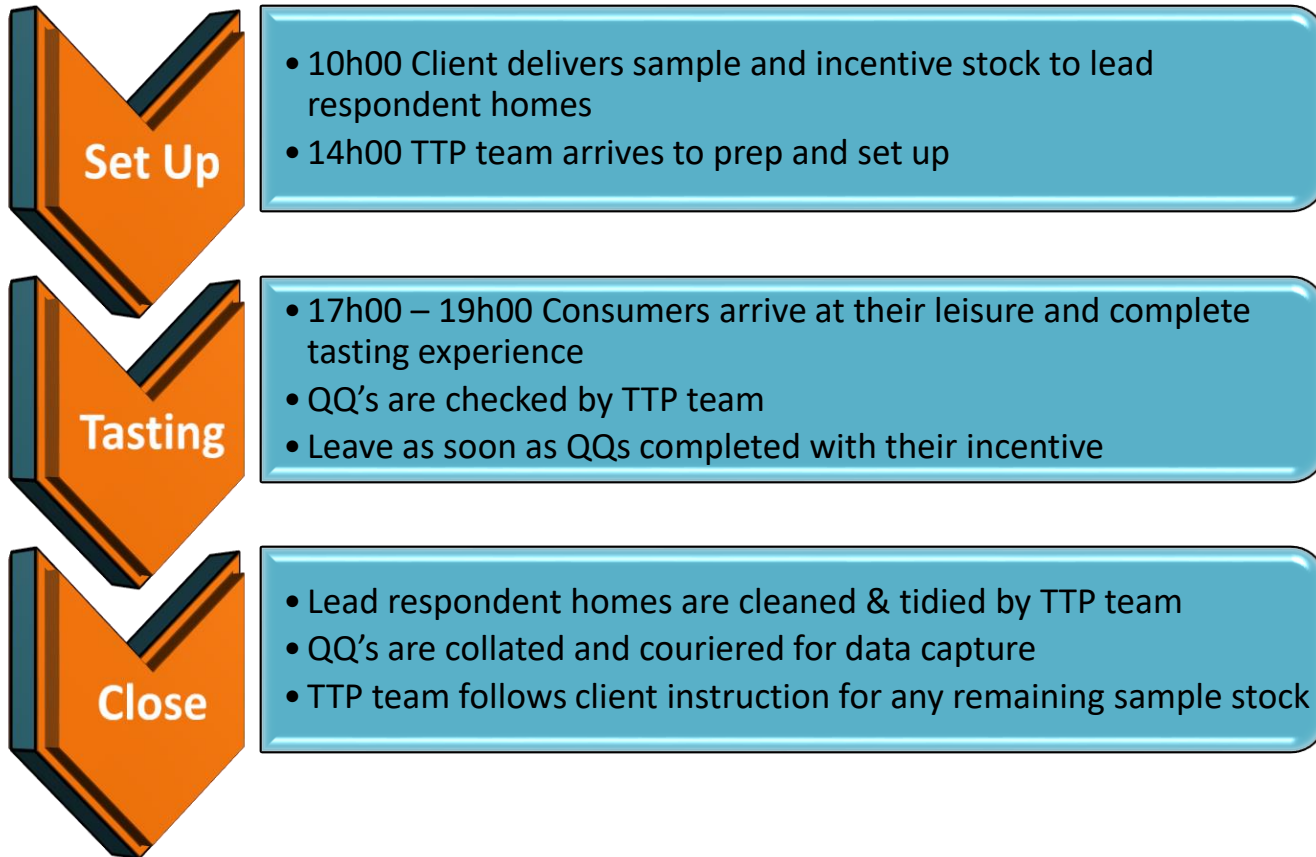
Typical Client Challenges...

- A **change to a product's formulation** is necessitated either due to cost saving mandates or ingredient availability. Alternately, **a different manufacturer** is being considered for a specific product.
- A **new variant / product / packaging design / format / concept** is to be launched, and various options are being considered
- We believe our product is superior to our key competitor/s and feel a consumer **preference claim** would aid us in growing our market share?
- A competitor product is **outperforming** ours – we'd like to know what consumer's prefer and how we could improve our product.
- We think our marketing strategy could be more effective in **targeting shoppers** to increase sales and market share.
- We suspect our marketing tactics could **be better timed and targeted** to increase frequency of usage.

How does it work?



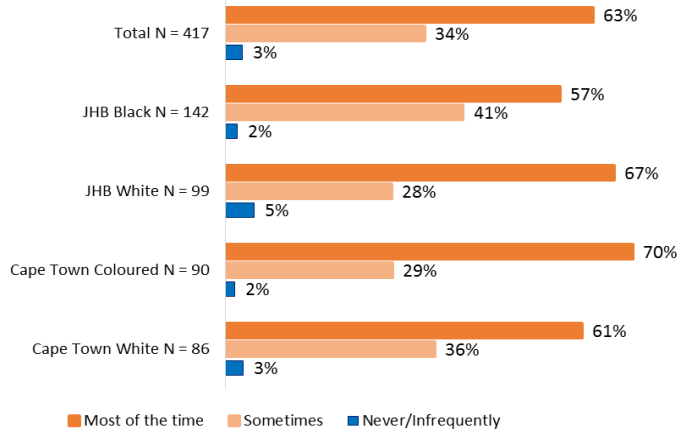
How does a typical panel work?



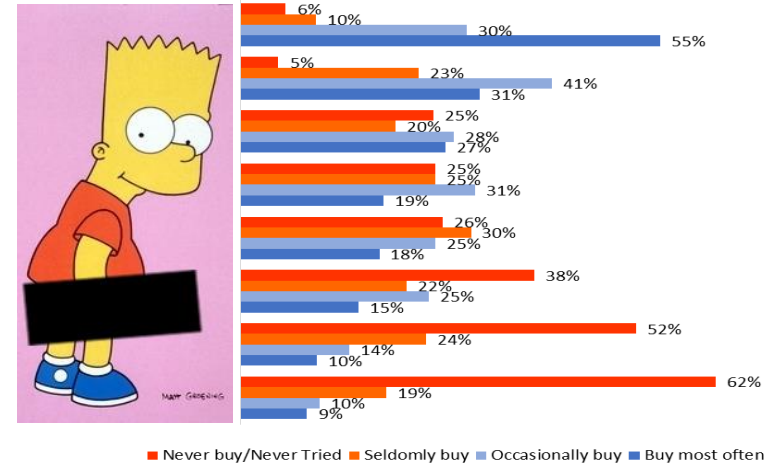
Our Tool Box

- Some or all of the following statistical tools will be used depending on the project:
 - Significance Testing
 - Mean Scores
 - Standard Deviation
 - Covariance
 - Jar (Just About Right) Scales
 - Correlation Analysis
 - Regression Analysis
 - Preference Mapping
 - Cata (Check All That Apply) Penalty Analysis
 - Cluster Analysis
 - Principal Component Analysis

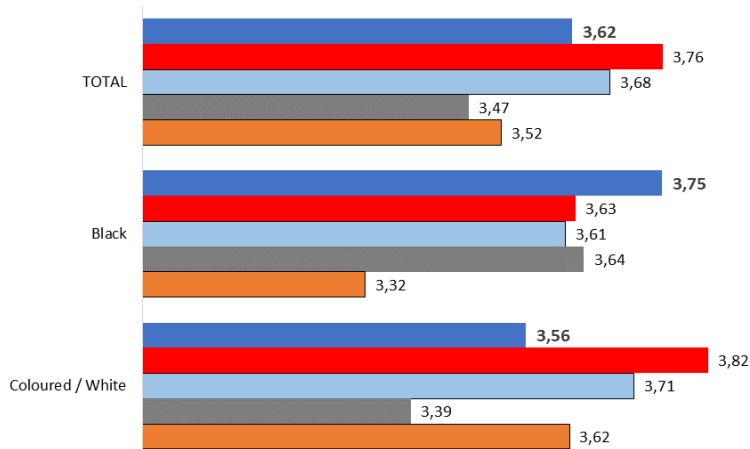
Category Use: How often do you eat XXX?



Purchase Behaviour: How often do you buy XXX?



Appearance: Please look at XXX. How would you rate its overall appearance?



Repeated for top level attributes (e.g.) only, can be some repetition, but the key is to move to JAR analysis for key attributes...

JAR (Just About Right) Analysis is perhaps our most powerful tool

- JAR analysis is applied to all key attributes. We can't please everybody all the time, but we are looking for:
 - 60% 'Just About Right' on each attribute, and
 - 20% 'Heavier' and
 - 20% 'Lighter' on each attribute...
- Here we go...!

JAR (Just about right) analysis key

Questions KEY

- Q1. Please look at the THREE XXX. How would you rate the INTENSITY OF THE COLOUR of each of these XXX?
- Q2. Please taste the THREE XXX. How would you rate the INTENSITY OF THE XXX FLAVOUR of them?
- Q3. Please feel the THREE XXX. How would you rate the TEXTURE of them BY FEEL?
- Q4. How would you rate the “MOUTHFEEL” of them?

Scales KEY

| | | | | |
|---------------|-------------------|----------------------------|--------------------|----------------|
| Much too dark | Slightly too dark | Colour is just about right | Slightly too light | Much too light |
|---------------|-------------------|----------------------------|--------------------|----------------|

| | | | | |
|---------------------------------|-------------------------------------|-------------------------------|----------------------------------|------------------------------|
| Much too strong/sharp XXX taste | Slightly too strong/sharp XXX taste | XXX taste is just about right | Slightly too mild/weak XXX taste | Much too mild/weak XXX taste |
|---------------------------------|-------------------------------------|-------------------------------|----------------------------------|------------------------------|

| | | | | |
|---------------|-------------------|-----------------------------|-------------------|---------------|
| Much too firm | Slightly too firm | Texture is just about right | Slightly too soft | Much too soft |
|---------------|-------------------|-----------------------------|-------------------|---------------|

| | | | | |
|----------------|-----------|------------------|------------------|------------------|
| Much too chewy | Too chewy | Just about right | Not chewy enough | Not chewy at all |
|----------------|-----------|------------------|------------------|------------------|

| Score | KEY - Collapsed Levels for Penalty Analysis |
|-------|---|
| 1 | Heavier |
| 2 | |
| 3 | JAR (Just about right) |
| 4 | Lighter |
| 5 | |

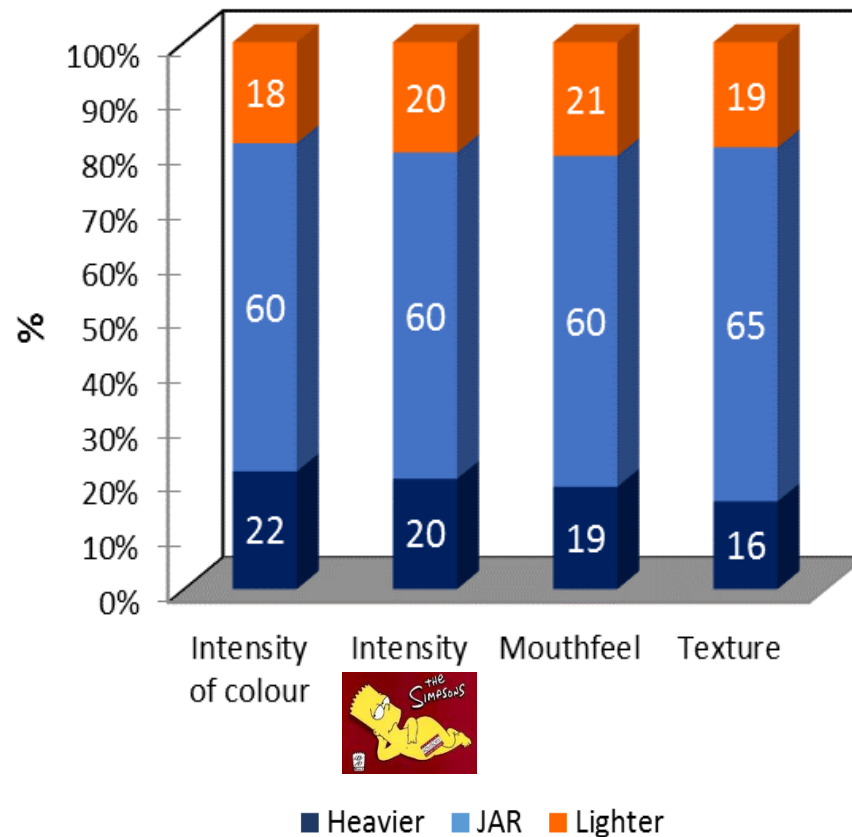
| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

HEAVIER = Darker / Stronger and Sharper / Chewier / Firmer

LIGHTER = Lighter / Milder and Weaker / Less Chewy / Softer

A good looking JAR analysis

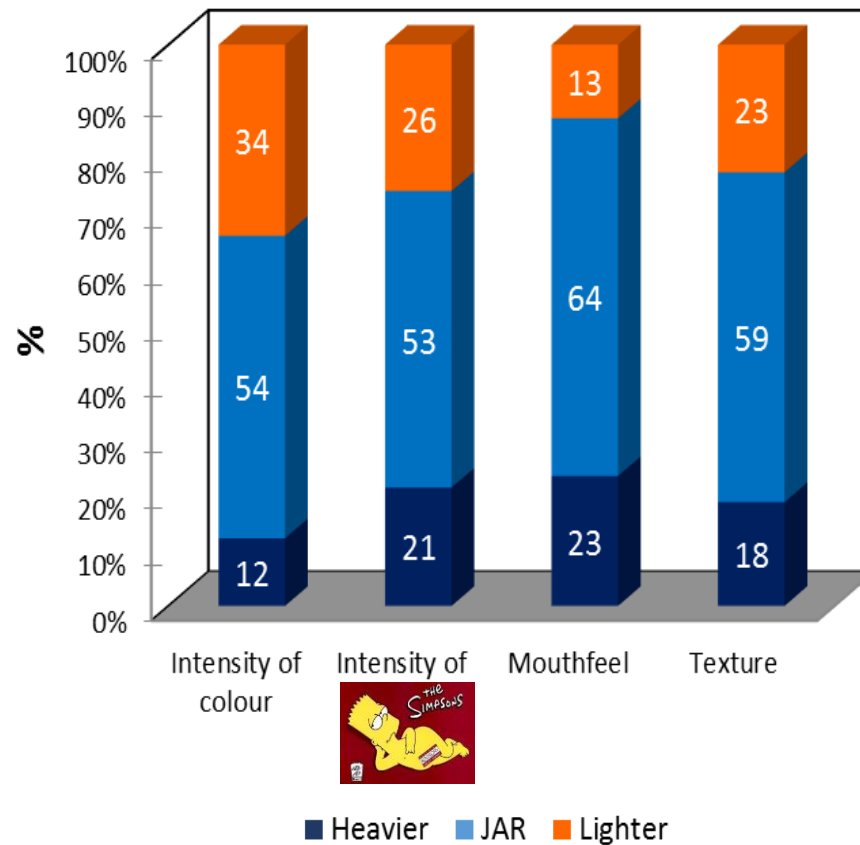
XXX Liking Score = 7,18



N = 200

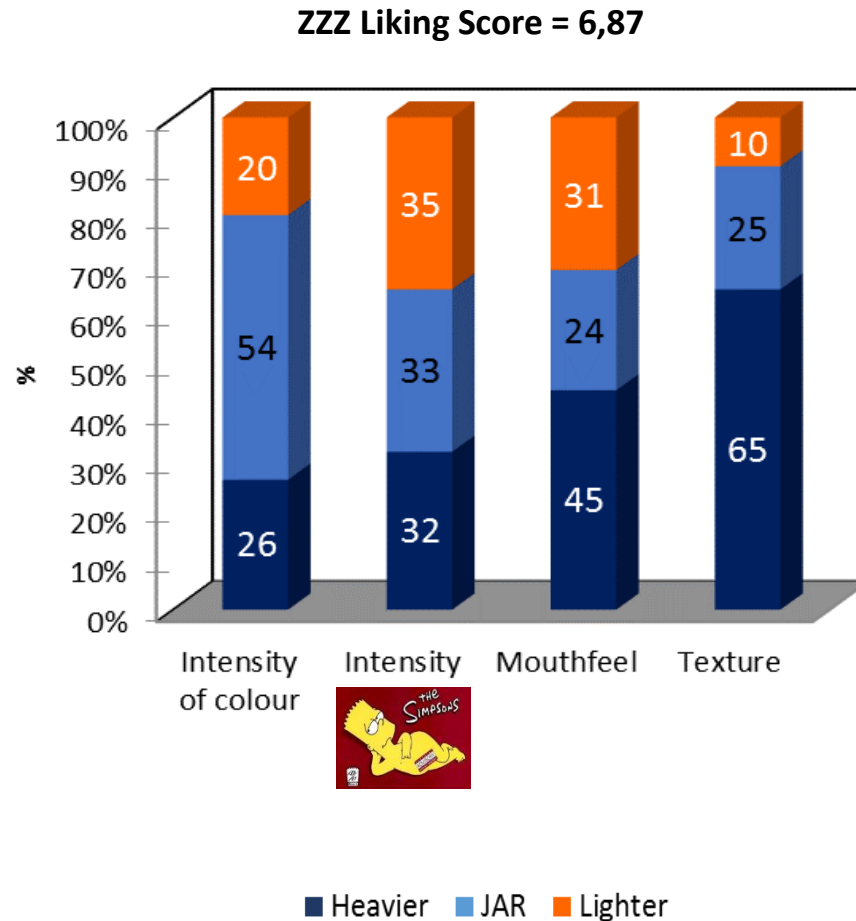
A not so good looking JAR analysis

YYY Liking Score = 6,87



N = 200

And a bad looking JAR analysis



N = 200

And leads us to Penalty Drop Analysis

- Penalty Drop Analysis shows us the effect that the heavier/lighter scores on the JAR scale had on LIKING scores
- This allows us to ascertain the extent of the problem on each attribute...

Our Good Looker

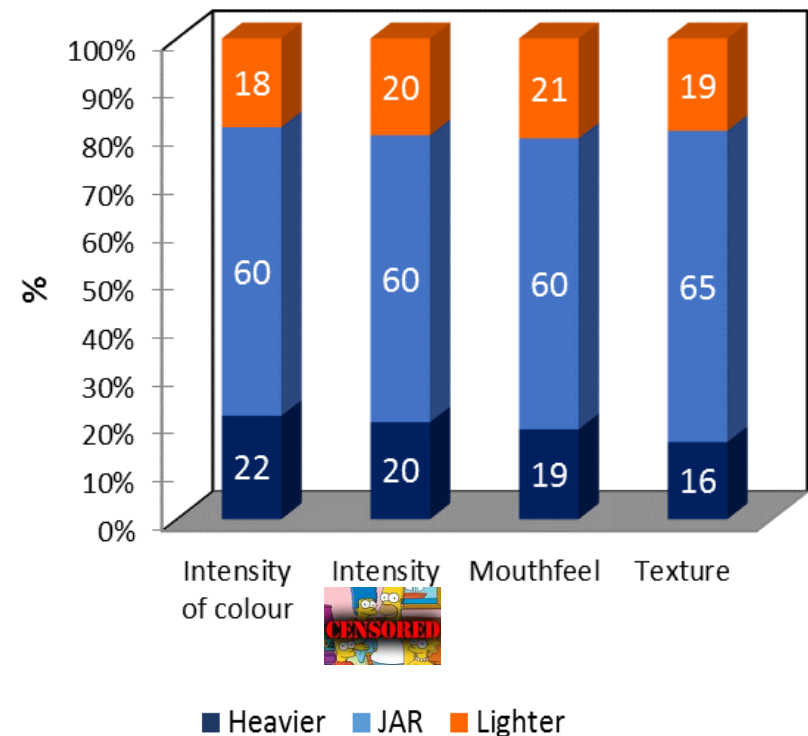
Mean drop = Drop in liking from central JAR value
SIG from JAR = Significance of the drop in liking from the central JAR value
% Mentions = % number of respondents out of total respondents that mentioned "Heavier (SCORE 1 OR 2)" or "Lighter" (SCORE 4 OR 5)

| JAR Measure | Level | % Mentions | Mean drop | SIG from JAR |
|--------------------------|---------|------------|-----------|--------------|
| Intensity of colour | Heavier | 21,37 | 0,79 | NO |
| | Lighter | 18,34 | | <20% |
| Intensity of XXX flavour | Heavier | 19,94 | | <20% |
| | Lighter | 19,94 | | <20% |
| Mouthfeel | Heavier | 18,34 | | <20% |
| | Lighter | 20,41 | 1,16 | YES |
| Texture | Heavier | 15,95 | | <20% |
| | Lighter | 19,14 | | <20% |

Consumers threshold set is 20%

Significance test carried out if the number of consumers exceeds the threshold for "Heavier" or "Lighter".

XXX Liking Score = 7,18



Our Not So Good Looker

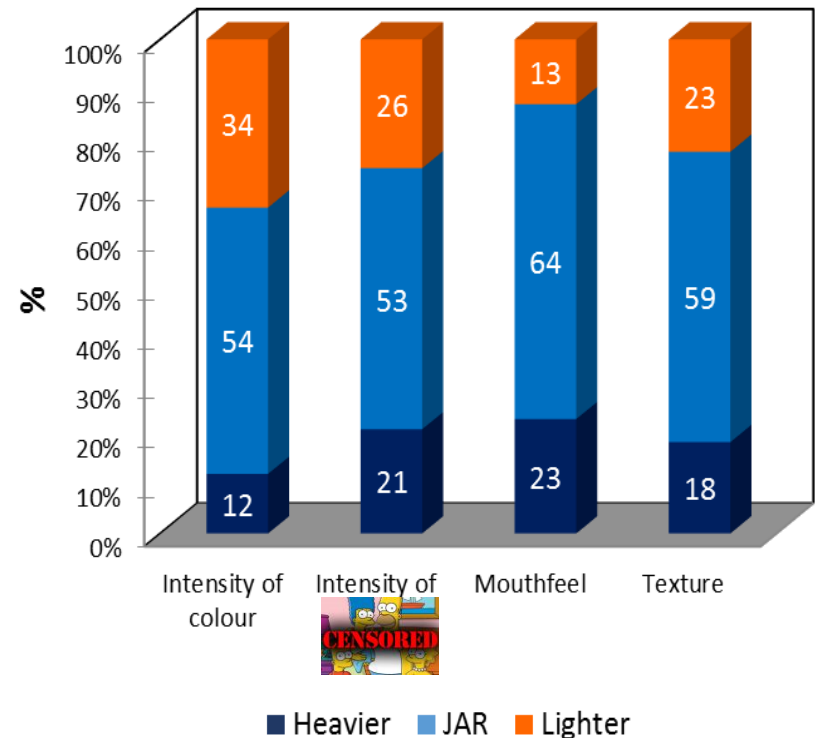
Mean drop = Drop in liking from central JAR value
SIG from JAR = Significance of the drop in liking from the central JAR value
% Mentions = % number of respondents out of total respondents that mentioned "Heavier (SCORE 1 OR 2)" or "Lighter" (SCORE 4 OR 5)

| JAR Measure | Level | % Mentions | Mean drop | SIG from JAR |
|--------------------------|---------|------------|-----------|--------------|
| Intensity of colour | Heavier | 12,00 | | <20% |
| | Lighter | 33,88 | 0,30 | NO |
| Intensity of XXX flavour | Heavier | 20,94 | 1,77 | YES |
| | Lighter | 25,88 | 1,38 | YES |
| Mouthfeel | Heavier | 22,82 | 1,46 | YES |
| | Lighter | 12,94 | | <20% |
| Texture | Heavier | 18,35 | | <20% |
| | Lighter | 22,59 | 0,81 | YES |

Consumers threshold set is 20%

Significance test carried out if the number of consumers exceeds the threshold for "Heavier" or "Lighter".

YYY Liking Score = 6,87



And Our Bad Looker

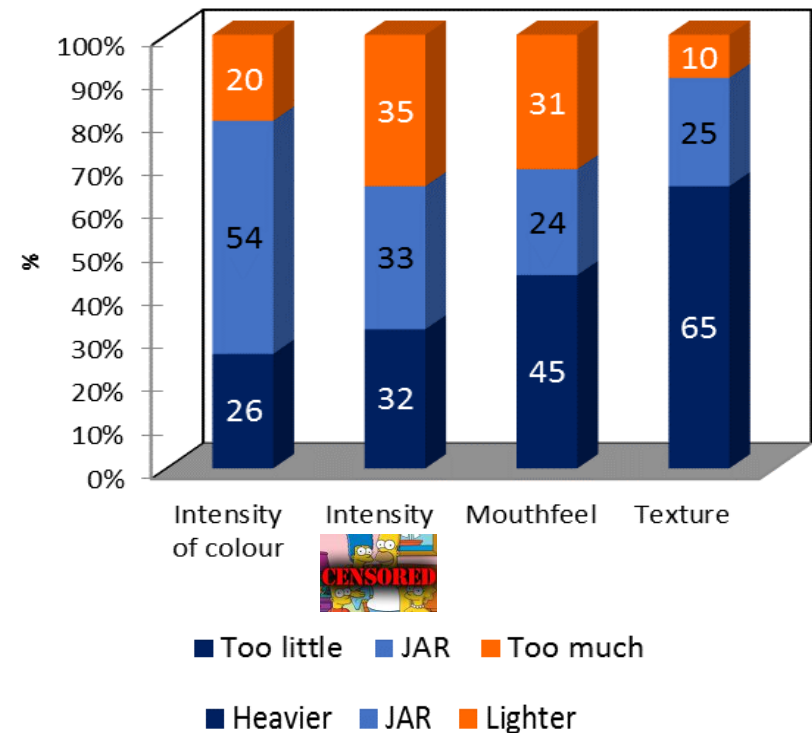
Mean drop = Drop in liking from central JAR value
SIG from JAR = Significance of the drop in liking from the central JAR value
% Mentions = % number of respondents out of total respondents that mentioned "Heavier (SCORE 1 OR 2)" or "Lighter" (SCORE 4 OR 5)

| JAR Measure | Level | % Mentions | Mean drop | SIG from JAR |
|--------------------------|---------|------------|-----------|--------------|
| Intensity of colour | Heavier | 26,05 | 0,93 | YES |
| | Lighter | 19,53 | | <20% |
| Intensity of XXX flavour | Heavier | 31,63 | 2,01 | YES |
| | Lighter | 34,42 | 1,36 | YES |
| Mouthfeel | Heavier | 44,19 | 1,85 | YES |
| | Lighter | 30,70 | 1,91 | YES |
| Texture | Heavier | 64,19 | 2,19 | YES |
| | Lighter | 9,77 | | <20% |

Consumers threshold set is 20%

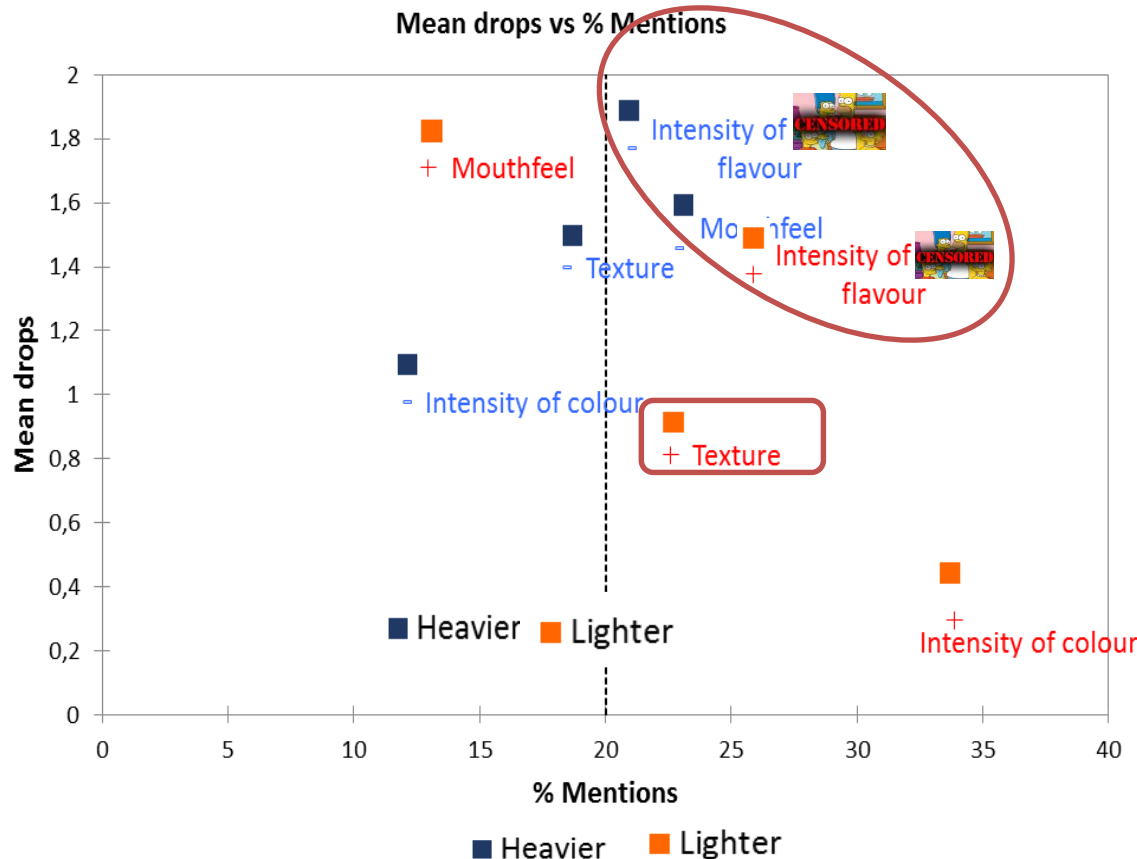
Significance test carried out if the number of consumers exceeds the threshold for "Heavier" or "Lighter".

ZZZ Liking Score = 5,6



Which allows us to plot

For example: our not so good looking...



N = 425 tastings (Number of respondents =215)

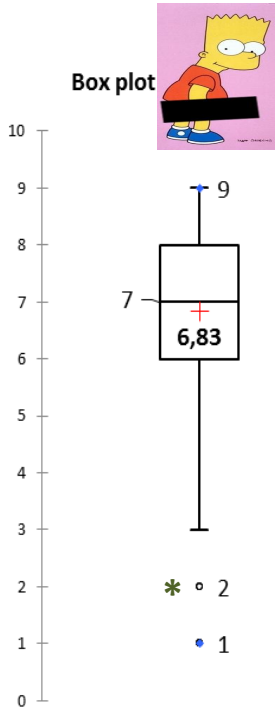
Mean drop = Drop in liking from central JAR value
% Mentions = % number of respondents out of total respondents that mentioned “Heavier (SCORE 1 OR 2)” or “Lighter” (SCORE 4 OR 5)

Problem Areas – high % mentions with significant mean drops

Liking Box Charts show variance levels on liking scores...

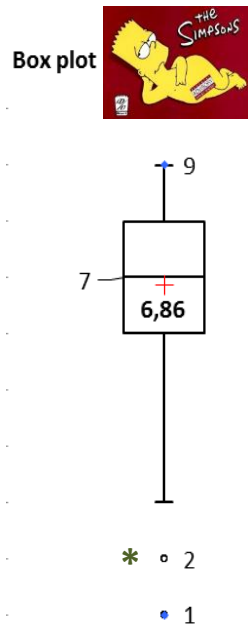
Q8. Overall how much do you LIKE each of these products? Please give a RATING OUT OF 9 points; where 1=DISLIKE EXTREMELY and 9=LIKE EXTREMELY.

Median (Midpoint) 7



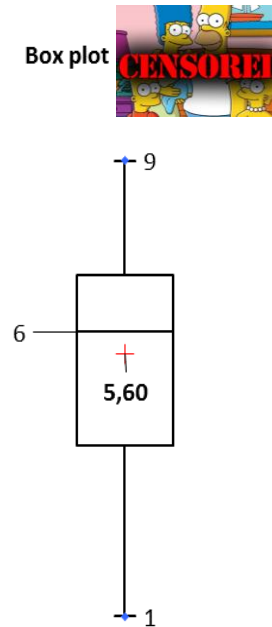
N = 200

Median (Midpoint) 7



N = 200

Median (Midpoint) 6



N = 200

* **An outlier** is an observation point that is distant from other observations. They are usually extreme scores that are excluded due to how they would skew the data more than is reasonably expected. They can be referred to "the exceptions to the norm" and are usually very infrequent.

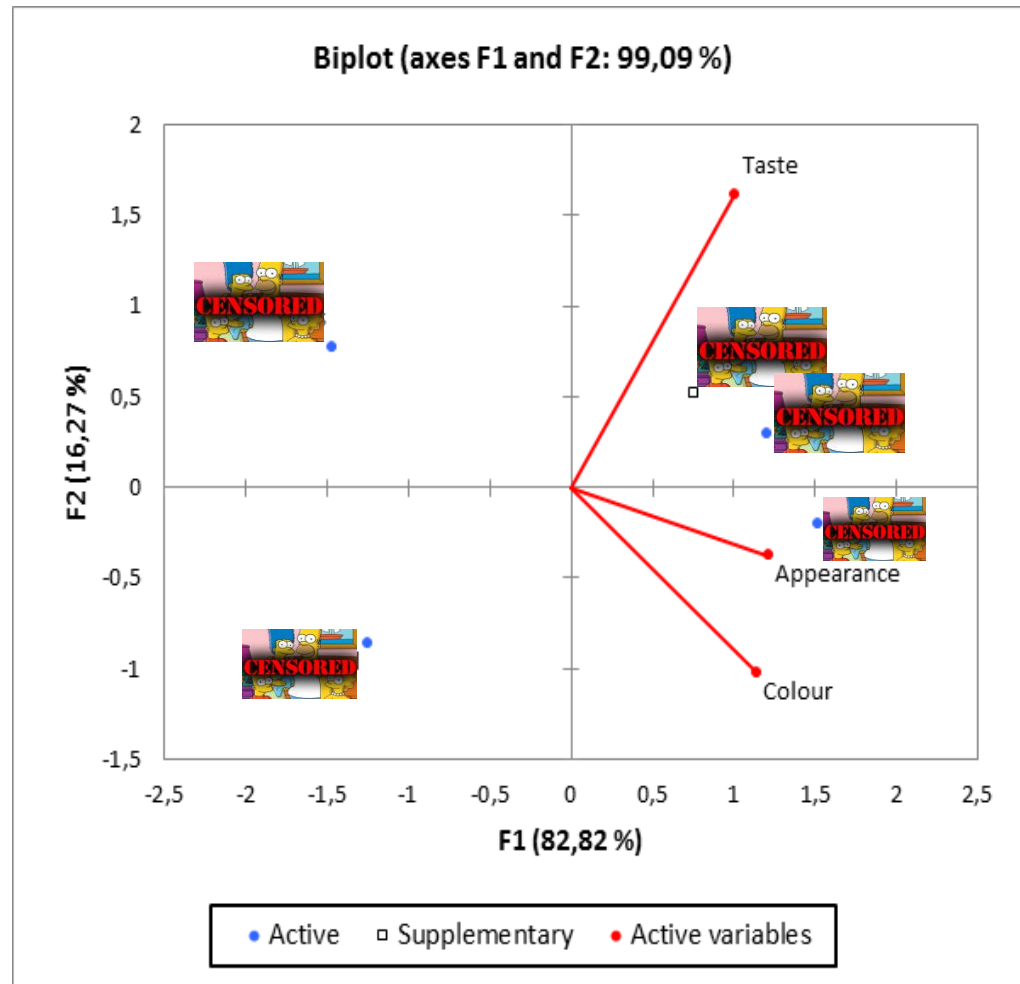
The top whiskers contains upper 25% range of the data

The boxes contain the middle 50% range of the data

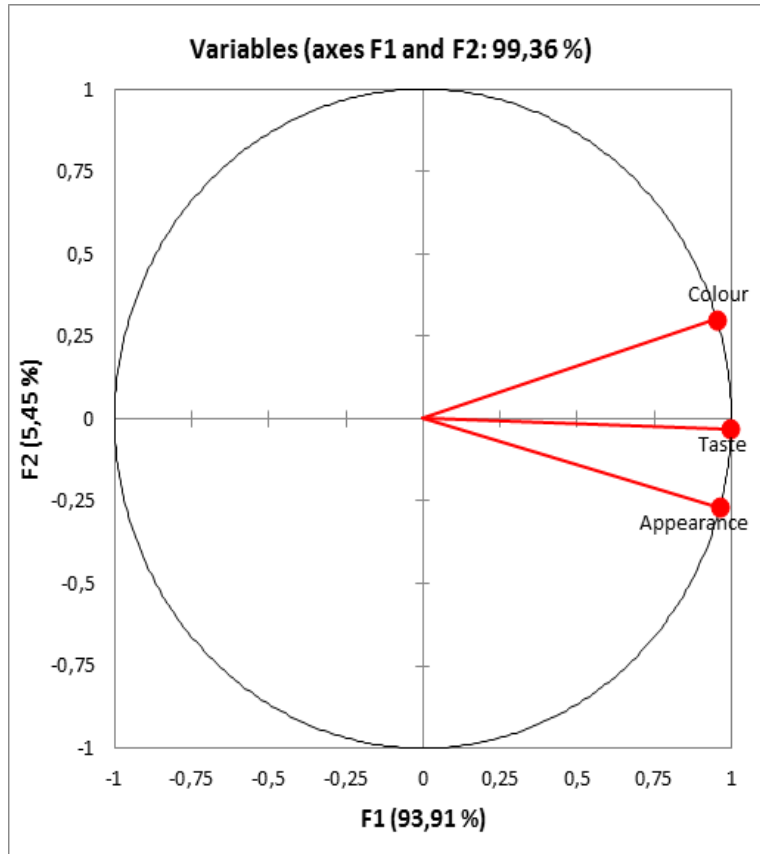
The bottom whiskers contains lower 25% range of the data

Note* '+' = LIKING MEAN

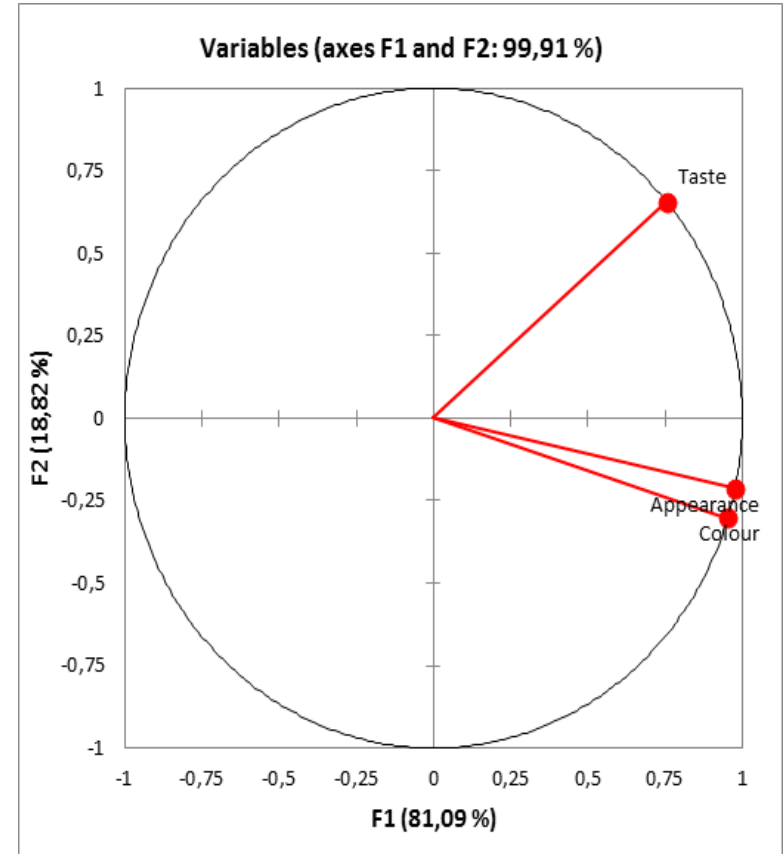
Principle Component Analysis is best done in conjunction with judging panel data, but can stand alone...



And can be used to plot demographic differences in taste preferences...



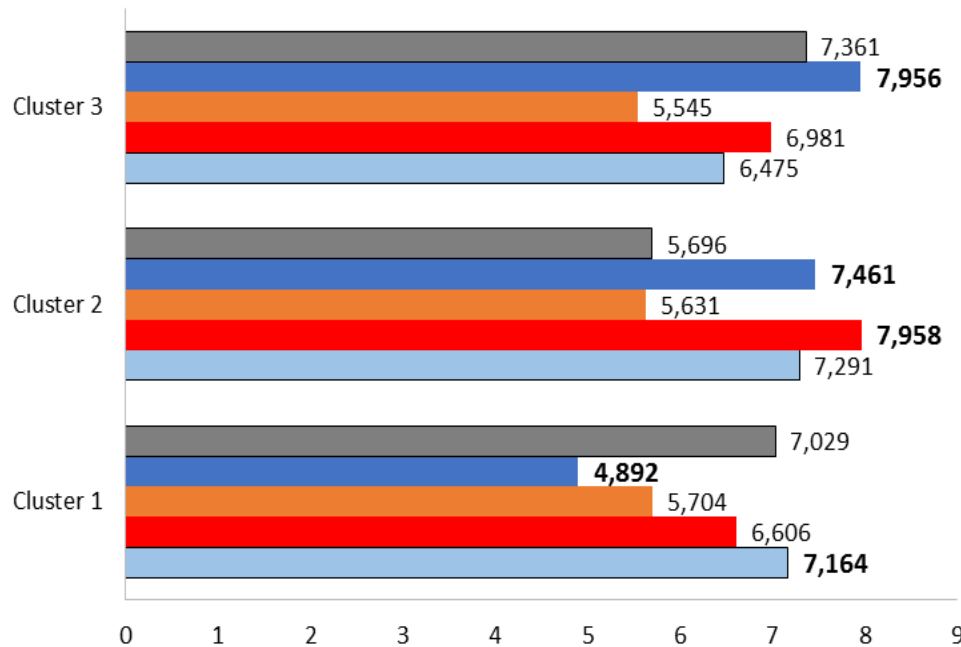
Black N = 142



Coloured / White N = 275

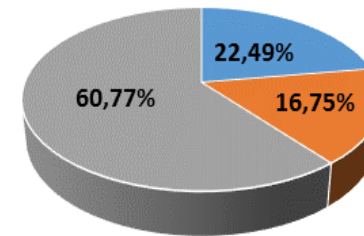
Cluster Analysis can be done on larger sets of data... And effectively segments the market...

Mean Liking Scores within Clusters



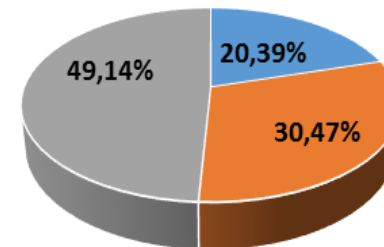
CENSORED

Black



■ 1 ■ 2 ■ 3

Coloured / White

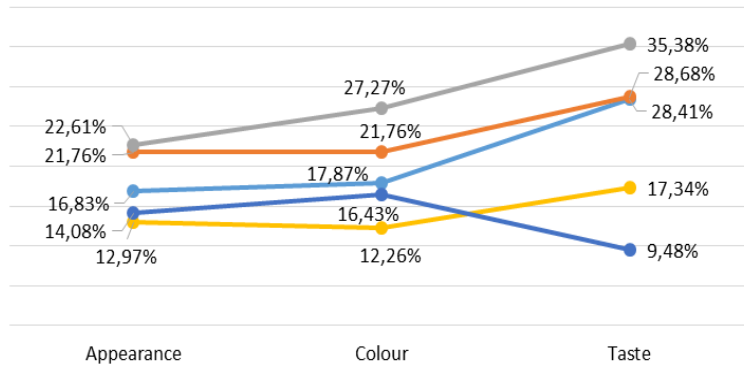


■ 1 ■ 2 ■ 3

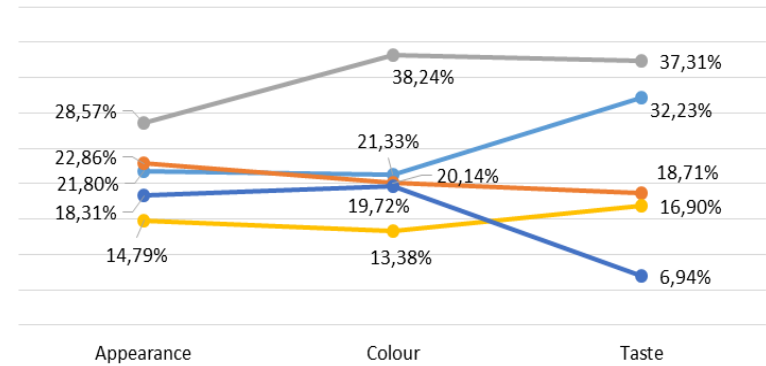
Market Taste Preference Analysis is Possible

Q9. Please rate the three XXX from most preferred (1) to least preferred (3)?

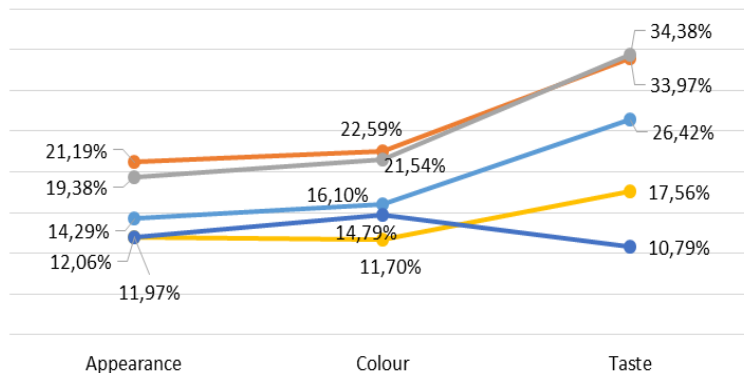
Rated Highest - TOTAL



Rated Highest - Black



Rated Highest - COLOURED / WHITE



* Note: This data was compiled from an amalgamated sample across 3 tastings (not ideal). The shape of the trends are what matter most and the percentages are indicative only.



And the rest of it, like regression analysis are complicated both to do and to explain...

- Costs are very much dependent on the following:
 - Rigour of recruitment criteria
 - Number of panels convened in a year
 - The level of repeat recruitment that can be done and
 - The level/ nature of stats analysis.
- How we construct QQs and how we analyse the data is dependent on client needs and are discussed on a panel by panel basis.
- **We look forward to hearing from you...**



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CONTACT US