360 VR Immersion for More Engagement and More Actionable Results

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Firmenich inspiring!

THE QUIRK'S EVENT

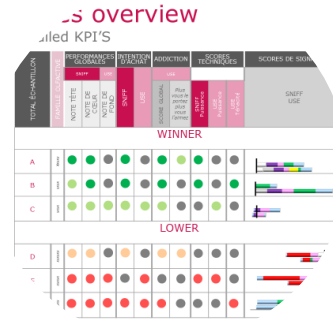LONDON February 12-13, 2019 · BROOKLYN March 5-6, 2019 · CHICAGO April 2-3, 2019

Wednesday **13 February** 2019
9:15am – 9:45am – **Room 3**

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Does 360 VR increase the quality of sniff test data?

Impact of VR technology on the **respondent?**

Impact of VR technology on the **results?**

7 Quant sniff tests	Sequential - 6 out 11 fragrances per respondent - Germany 2017 - 2018

Without VR Standard LT	With VR Laundry	With VR Colored laundry	With VR Washing Machine	With VR Laundry
2017-2018	2017-2018	2018	2018	2018
With interviewers	With interviewers	With interviewers	With interviewers	self-completed questionnaire

Repeatability test
Identical protocols in 2017 & 2018

Impact of VR environment

Impact of questionnaire completion

Positive impact of 360 VR on the respondents

Consumers are impressed by the VR experience

New experience

Latest technology impressed me

Different!

Future

Fun

Very excited

Great experience

Unusual

Unexpected experience

Consumers were teleported into their laundry room

The laundry room is nice and clean

You feel like doing the machine

It was so real

Like it used to be in my mother laundry room

You feel like at home

Just like doing the laundry

Consumers were connected to the laundry detergent category

I was transported into another world

The room immersed you in the situation

It's important to see the laundry room and to limit environmental influences

Consumers were engaged into their task
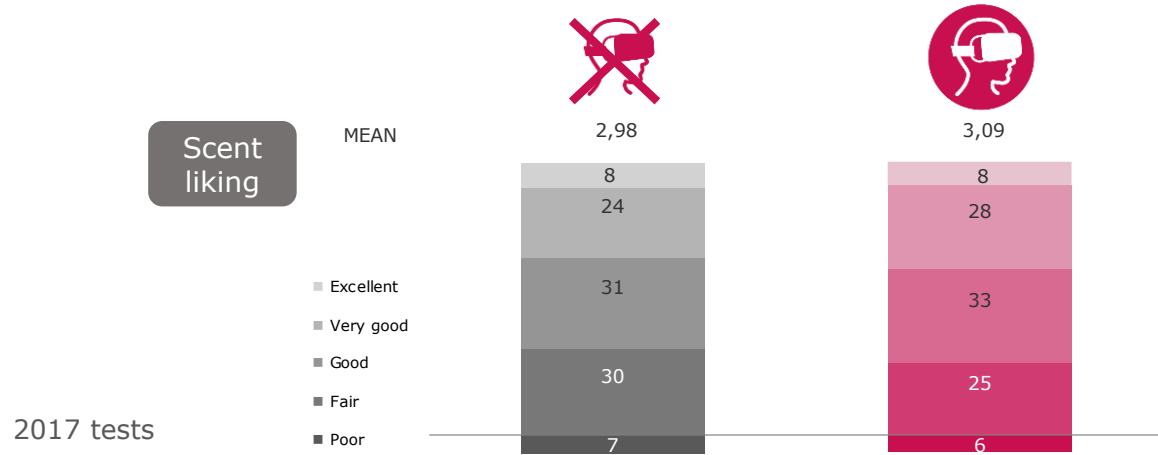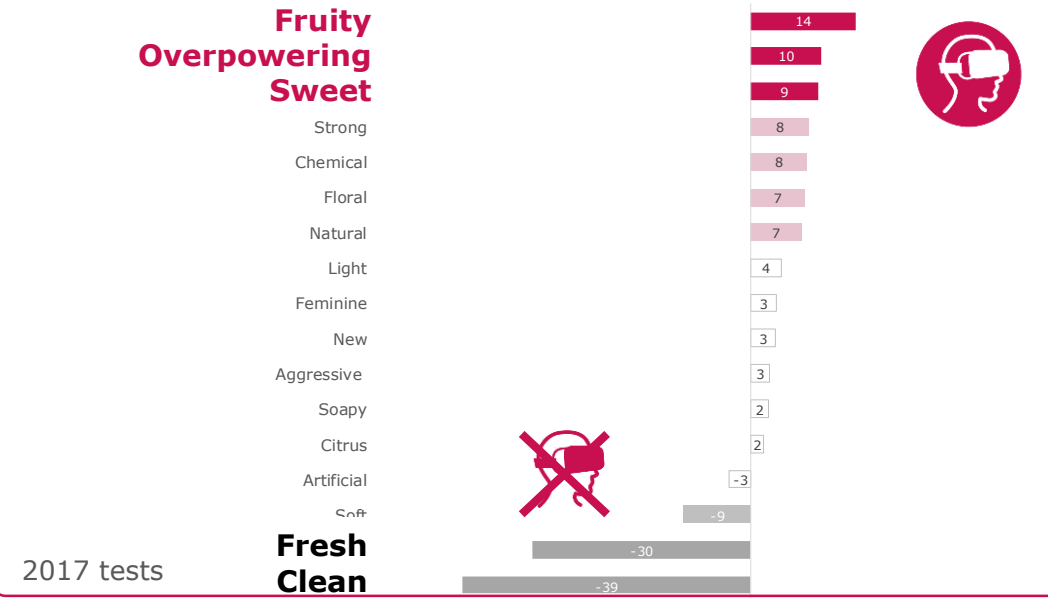
"There is no external stimulus"

"You are more involved in the fragrances"

"You are focused, involved in the fragrances"

"You are not distracted by external circumstances"

"Senses are sharpened"

"Concentrated"

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Positive impact of 360 VR on the results

No wow effect but VR increases the ability to "read" the scents

Scent liking

MEAN 2,98 3,09

	Without VR	With VR
Excellent	8	8
Very good	24	28
Good	31	33
Fair	30	25
Poor	7	6

2017 tests

VR Immersion allows a more differentiating scents storytelling

Classic CLT

	Scent 1	Scent 2	Scent 3	Scent 4	Scent 5	Scent 6	Scent 7	Scent 8	Scent 9	Scent 10	Scent 11
Statement 1	■	■	■							■	■
Statement 2	■	■	■							■	■
Statement 3	■	■								■	■
Statement 4	■	■	■							■	■
Statement 5					■					■	■
Statement 6									■	■	■
Statement 7	■	■								■	■

VR Immersion

	Scent 1	Scent 2	Scent 3	Scent 4	Scent 5	Scent 6	Scent 7	Scent 8	Scent 9	Scent 10	Scent 11
Statement 1	■	■	■	■						■	■
Statement 2	■	■	■							■	■
Statement 3	■		■							■	■
Statement 4	■		■							■	■
Statement 5	■		■							■	■
Statement 6			■			■		■	■		■
Statement 7			■								

2017 tests

Attributes Sign. vs Mean

VR Fragrance description more detailed and specific

Fruity 14
Overpowering 10
Sweet 9
Strong 8
Chemical 8
Floral 7
Natural 7
Light 4
Feminine 3
New 3
Aggressive 3
Soapy 2
Citrus 2
Artificial -3
Soft -9
Fresh -30
Clean -39

2017 tests

2017-2018: Better Repeatability with the VR immersion

Average Liking per scent

Standard protocols
3,40 3,30 3,20 3,30 3,13 3,12 3,10 3,20 a 3,02 3,03 a 2,95 A
3,35 3,28 3,21 3,10 3,05 2,98 2,95 2,88 2,78 2,68 2,51

VR protocols
3,32 3,42 3,29 3,20 3,13 3,05 3,10 3,10 2,92 3,02 2,76
3,33 3,41 3,24 3,20 3,12 3,00 3,09 3,08 2,87 3,04 2,58

Fragrance 1 2 3 4 5 6 7 8 9 10 11

2017 A
2018 B
2017
2018

2017 & 2018 tests

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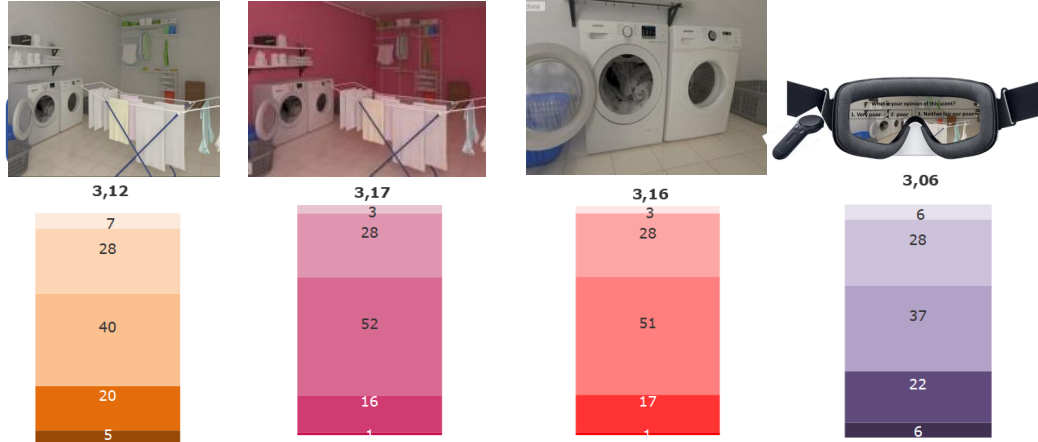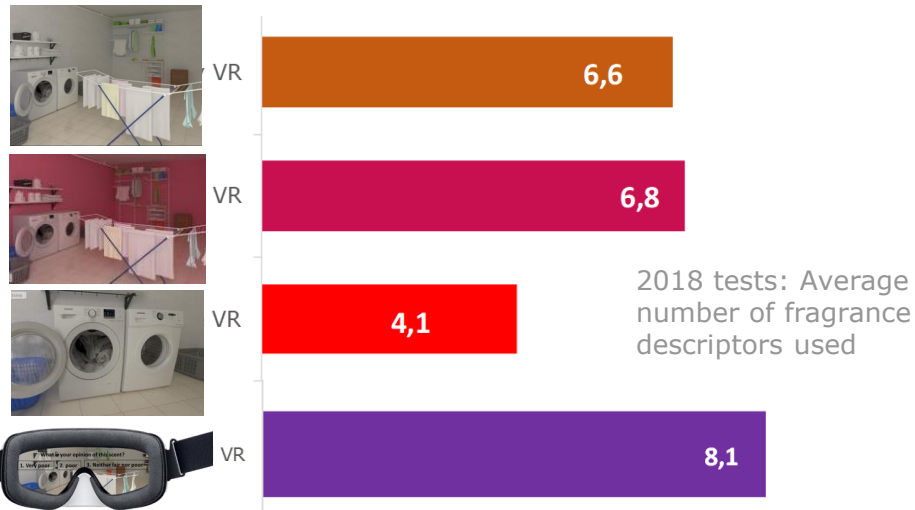Firmenich

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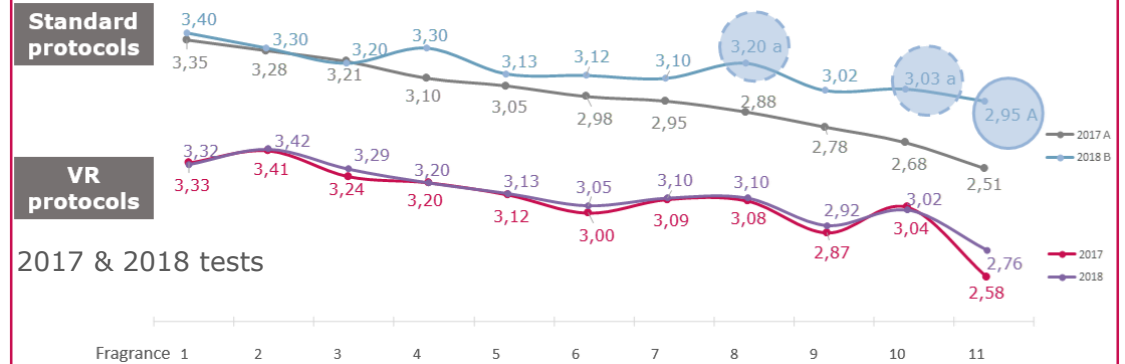
Influence of the different VR environments on results

No impact of VR environments on overall liking

2018 tests: Fragrance liking

Mean	3,12	3,17	3,16	3,06
Excellent	7	3	3	6
Very good	28	28	28	28
Good	40	52	51	37
Fair	20	16	17	22
Poor	5	1	1	6

VR Self-completed significantly increases fragrance description

VR — 6,6
VR — 6,8
VR — 4,1
VR — 8,1

2018 tests: Average number of fragrance descriptors used

Environment drives specific fragrance perception

2018 tests: fragrance descriptors

Descriptor	Env 1	Env 2 (Floral)	Env 3
Fruity	57	49	-29
Soapy	48	48	26
Sweet	26	38	22
Light	22	9	-24
Soft	20	14	128 (Soft)
Artificial	13	-4	-20
Floral	2	41	5
Aggressive	1	-8	
Chemical	1	0	-20
Overpowering	-8	-8	-26
Citrus	-11	-10	-41
Natural	-14	-33	-76
Clean	-18	-52	72 (Clean)
Strong	-27	3	-18
New	-29	-24	-57
Fresh	-35	-31	26
Feminine	-47	-32	37
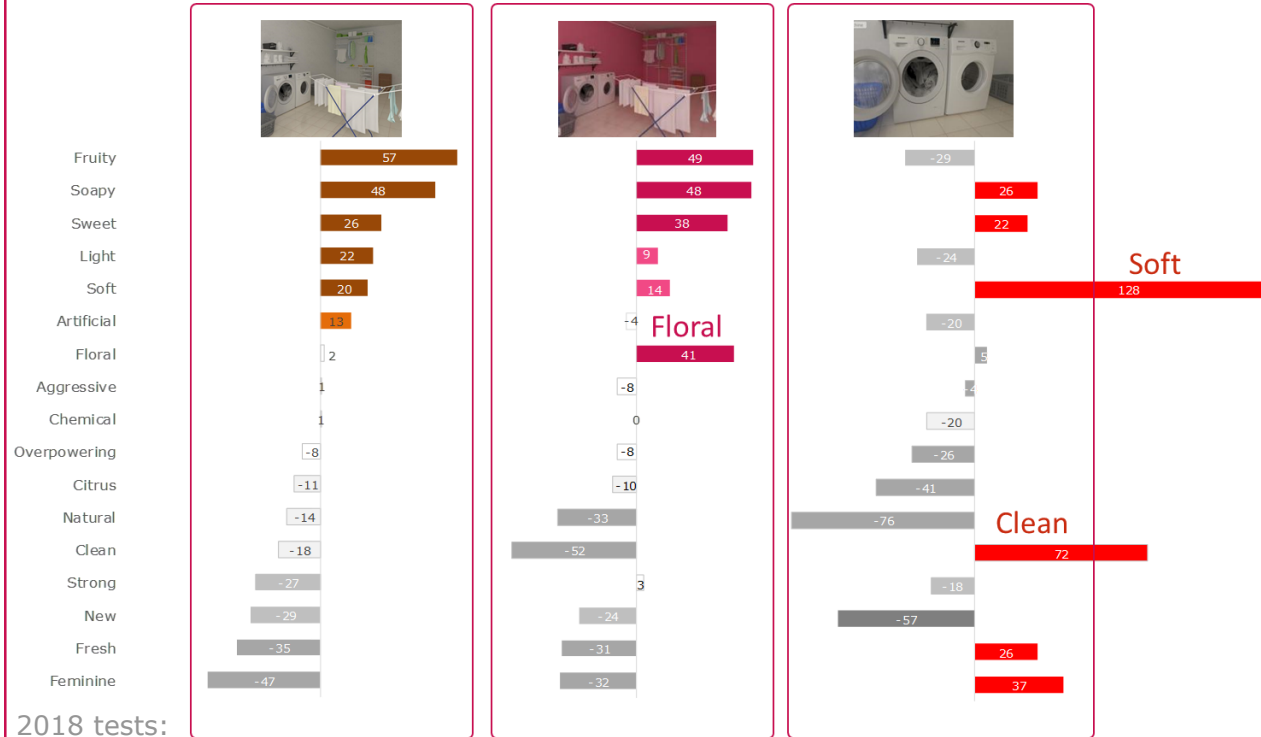
- VR richer & more specific
- Standard more generic

- Colored laundry VR focus more on the floral dimension
- Standard on clean & natural

- Washing Machine VR focus on the soft & clean dimensions
- Standard on natural & citrus

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