

CONSUMER MARKET INSIGHTS EUROPE - INTERNSHIP 1

Moving from Product Parity to Winning Fragrance Solutions through the way we ask questions to consumers

The Givaudan Company

Givaudan is the global leader in the fragrance and flavour industry, offering its products to global, regional and local food, beverage, consumer goods and fragrance companies.

In 2013, Givaudan achieved sales of CHF 4.4 billion, with a workforce of over 9,000 employees and subsidiaries in over 40 countries. It has a presence in all major markets and a network of over 80 sites in mature and developing regions. We invest more in research and development than any other company in the industry and we have the heritage, scale and the supply chain to serve worldwide customers seamlessly with innovative products and concepts.

Project Context

Through the strong increase in competitiveness on the shelves, our customers would like to provide unique product experiences which would guarantee consumer Loyalty in the long term.

However, today's market is very tight in terms of uniqueness; all products are good and a lot of them already present very high positive scores in consumer studies. Are all those products really at parity or is parity linked to the way the questions are asked to the consumers? Is it a scale effect, is it a question formulation effect, is it linked to the way the products are presented to the consumers? How can we optimize today's protocols in order to provide our developers insights which would help selecting fragrances going into winning direction?

Objectives

The student will help Givaudan looking into different hypothesis of "why parity", investigating solutions and defining a new way of screening Givaudan fragrances in the scope of Consumer Quantitative tests to drive product selection through the development process and potentially at the final validation step

The student will have to

1. Conduct literature research to review the existing knowledge as well as look into the current Givaudan questionnaire
2. Define, scope and run Consumer evaluations
3. Develop new questionnaires based on different ways of presenting products, asking questions, rating answers (and all other parameters of interest)
4. Identify and Coordinate external collaboration as needed
5. Communicate findings to the whole team

The student will work together with the other members of the Consumer Market Insight team as well as Evaluators, Perfumers & Marketing as needed.

Candidate Profile

Technical skills: Knowledge in consumer research & methodologies. Good knowledge in statistical tools (theory and software). Fluency in English is a plus.

Personal skills: autonomy, initiative, enthusiastic, meticulous, team working attitude, good communication skills.

Location of the internship: Argenteuil (France)

Timing: 6 months

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