

CONSUMER MARKET INSIGHTS EUROPE - INTERNSHIP 2

Moving from Product Parity to Winning Fragrance Solutions through a better understanding of consumers behaviours

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 specific consumer segments? Who are those consumers who drive parity? Why? How can we create winning fragrance solutions for those specific people? How can we provide our fragrance developers actionable insights on those segments in order to drive the development of winning fragrances through the development process? How can we potentially use this insight to discuss with our customers on ways to validate winning fragrances?

Objectives

The student will help Givaudan defining different hypothesis of "why parity", investigating solutions in order to drive discrimination with specific consumer targets through flavour design or type of questions asked (or other dimensions...), defining a new way of looking into data sets helping 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 Givaudan existing sets of data
2. Define, scope and run new Consumer evaluations according to needs
3. Develop new ways of looking into consumer data and implement best practices
4. Identify and Coordinate external collaboration as needed
5. Communicate findings to the whole team and train CMI team for implementation
6. 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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