



SensoryQ™

People make assessments instantly and often unconsciously based on “sensory signals”– like images, sounds, smells and touch – when exposed to a product or advertisement. Why? Because over 80% of human communication is non-verbal and most of that is visual. When verbal messages conflict with sensory signals, consumers are much more inclined to believe sensory signals. Consider what happens when a brand is not sending the right signals into the marketplace: It’s at risk of being perceived as less than credible, undifferentiated, and ultimately unappealing to the audience it is targeting. With that understanding, Six Degrees developed SensoryQ to uncover how people interpret a brand or its desired personality attributes (strong, friendly, sophisticated, etc.) – by focusing on and using sensory signals, and not just words.

How it works

Through on-line or in-field research, target customers are presented a series of stimuli in various categories (i.e. activities, lamps, women, interiors, packaging). They are asked to select the one stimulus from each category that, to them, best represents the brand or its character. When the respondents have completed their selections, SensoryQ captures the most frequently selected stimuli as well as the sensory cues (e.g., *strong upward movement*, *soft natural lighting* or *shiny metallic finish*, etc.) underlying each of those stimuli. Once the research has been completed, a sensory model is built, identifying the sensory cues most often associated with the brand or its desired personality attributes.

Applications

The sensory model provides product designers, plus advertising and marketing professionals, a more accurate understanding of how their target audience perceives the brand. The model incorporates cues such as personality, tone, composition, texture and color. These insights are then used to guide design and communication, reinforcing the desired brand perceptions – without being prescriptive. This process brings objectivity to what currently is a very subjective evaluation. SensoryQ can be integrated into a variety of research applications. Analyses between sensory models for different brands or brand personalities can be conducted to measure perceived differences against competitors or between brands within a portfolio.

Key Benefits

SensoryQ is useful to those tasked with product and communication design, as it provides the sensory model for developing more effective and differentiated products and communications.

For more information, contact Six Degrees at 480 627 9850 or info@six-degrees.com

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