



Firmenich
for good, naturally

Inspire Positive Emotions

Explore the Connection Between Emotions & Flavors

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Why Emotions?

From energetic happiness to peace and relaxation, brands and products can trigger a spectrum of emotions that influence consumer behavior.

To establish strong consumer appeal and long-lasting relationships, brands need to truly understand the key emotional drivers for their consumer.

Our Expertise

At Firmenich, we believe we are creators of positive emotions as both fragrances and flavors are directly linked to emotions. Our recognized research and development team has conducted over 20 years of research with a total of 32 peer-reviewed publications.





*In fact, 70% of consumers who feel a connection to a brand spend twice as much as those who don't and younger generations specifically are even more driven by emotions.**

They have expertise in a range of different fields and have developed methods to measure subjective, physiological, cognitive, expressive and motivational components of the emotional response.

What We Discovered

Our extensive published and globally validated research shows that flavor communicates emotional and functional benefits and flavor supports the emotional links on a conscious and subconscious level.

Our tools developed from this research help decode these links across a spectrum of flavors and emotions. Strawberry, Apple, Watermelon, Lemonade, Pineapple, Banana, Cherry, Peach, Orange, Blueberry, Mango, Green Tea, Fresh Mint, Cinnamon, Honey, and Caramel all evoke Happiness.

Vanilla as an Example

Leveraging our proprietary ScentMove® emotional mapping tool (Fig.1) we discovered that specific

profiles create unique emotional benefits**.

For example:

- Bourbon or beany profiles evoke nostalgia
- Caramellic, custard and buttery profiles evoke energy and delight
- Sweet, creamy and vanillic profiles evoke happiness and relaxation

Through these tools, we were able to quantify the sensorial drivers of Vanilla (Fig.2) as well as the emotional link that vanilla delivers.

Vanilla overall evokes happiness, comfort, soothing, interest, and other emotional attributes.

35% of US consumers believe vanilla inspires emotions of happiness & comfort.

Fig.1: Scentmove® Emotional Map

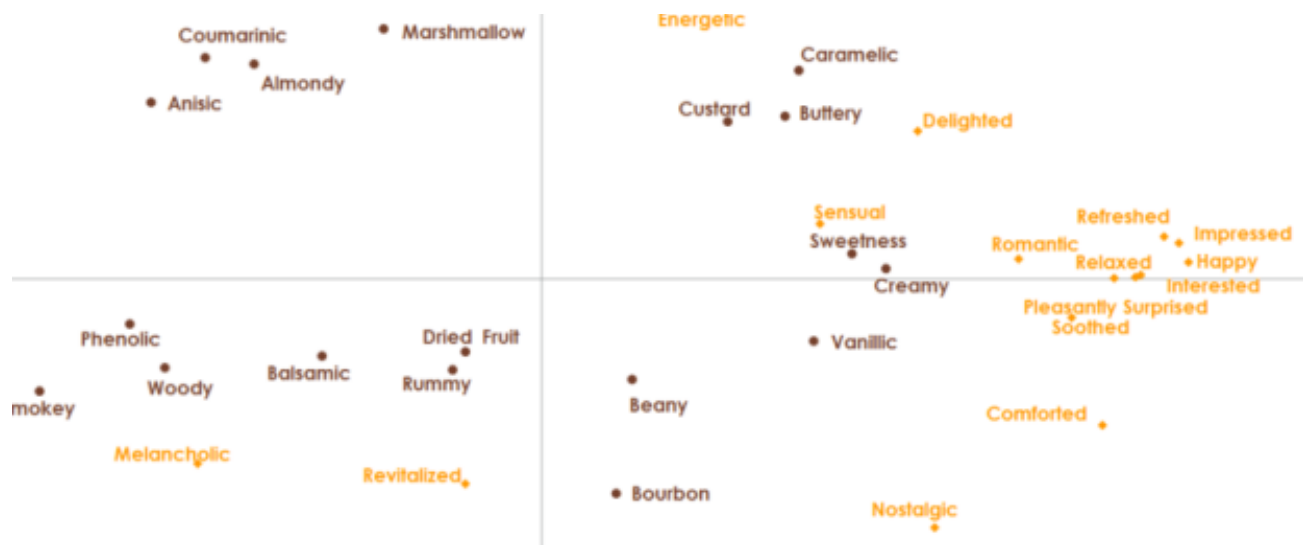
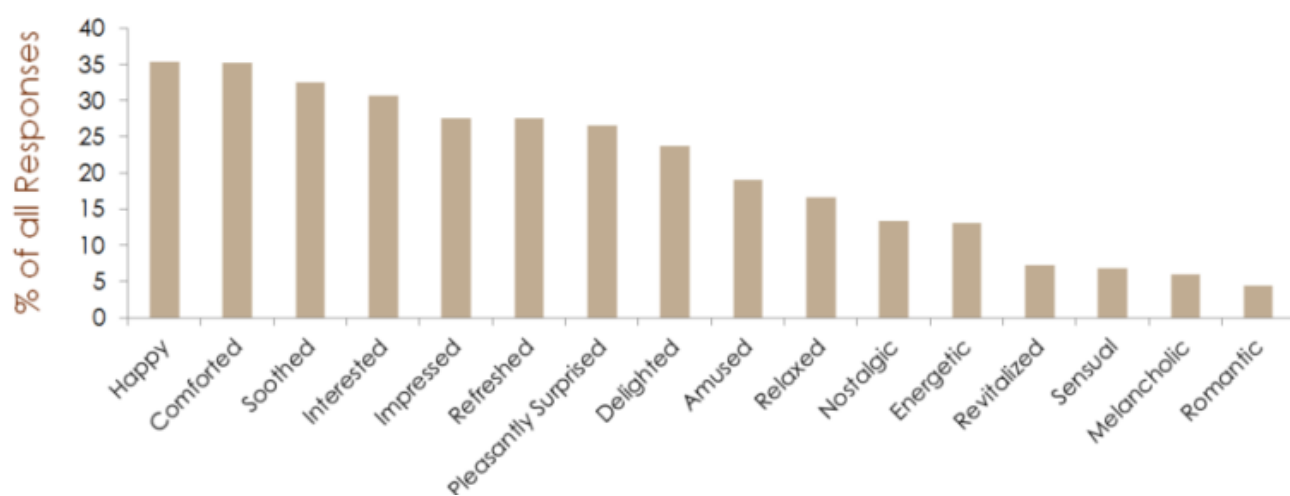


Fig.2: Emotional Attributes of Vanilla



Get Started!

These insights help inform product innovation, from the types of flavors in a product to the overall positioning and marketing direction.

Contact us to find out how Firmenich's consumer research combined with our comprehensive range of flavor solutions help inspire positive emotions at every taste!

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Sources:

**Adweek "3 Steps to Build a Lasting Emotional Connection With Customers"*

***Firmenich Proprietary Emotion360 and ScentMove® Consumer Study*