

ASTM International **Committee E18** **Sensory Evaluation**

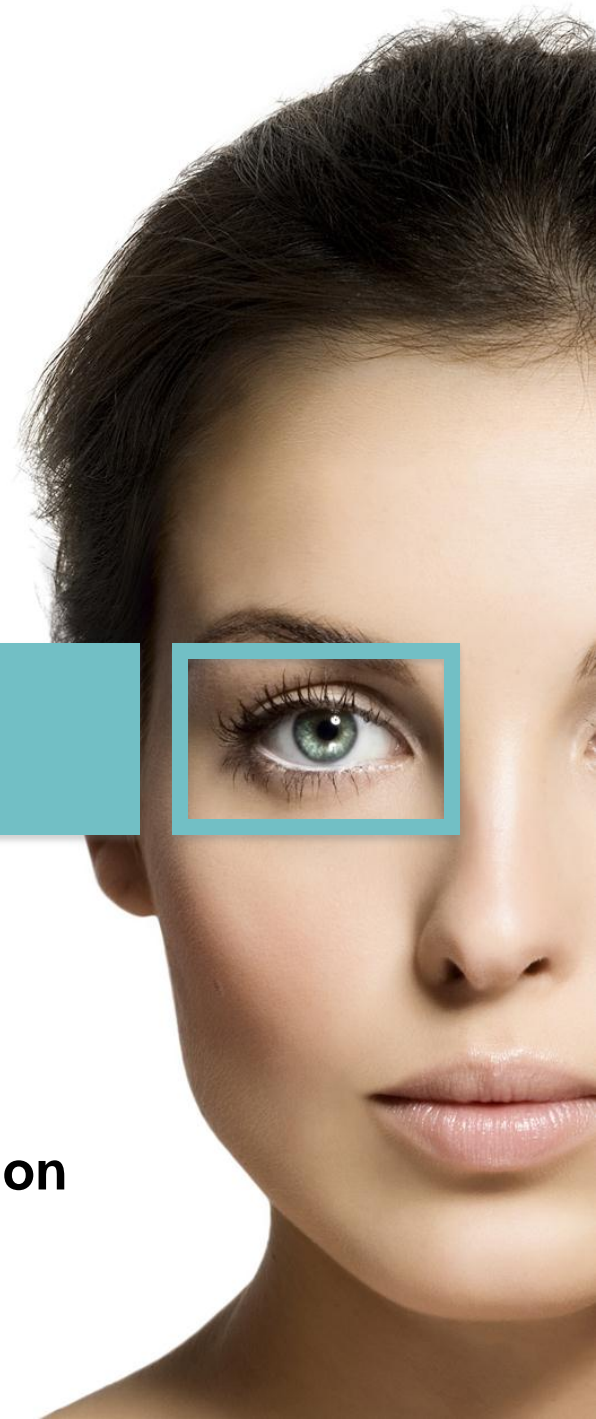
more than meets the eye

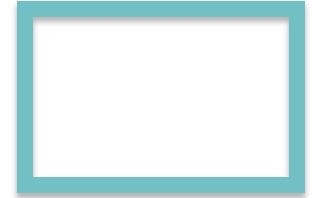
Best Practices in Sensory Advertising Claim Substantiation

June 28, 2012

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- E1958:

*Standard Guide for Sensory Claim
Substantiation*



“This guide covers reasonable practices for designing and implementing sensory tests that validate claims pertaining only to the sensory or perceptual attributes, or both, of a product.”

Examples of Recent Involvement in Competitive Claims Cases



- *Performance of two vacuum cleaners*



- *Dust pick-up performance of two dusters*



- *Comparisons of multiple fragrance variants of two manufacturers of malodor treatments for carpets*



- *Relative effectiveness of two cold sore treatments*



- *Comparisons of two early detection pregnancy kits*



- *Sequential monadic in-home use tests of two fabric refreshers*



- *Comparisons of two beers on color and taste*



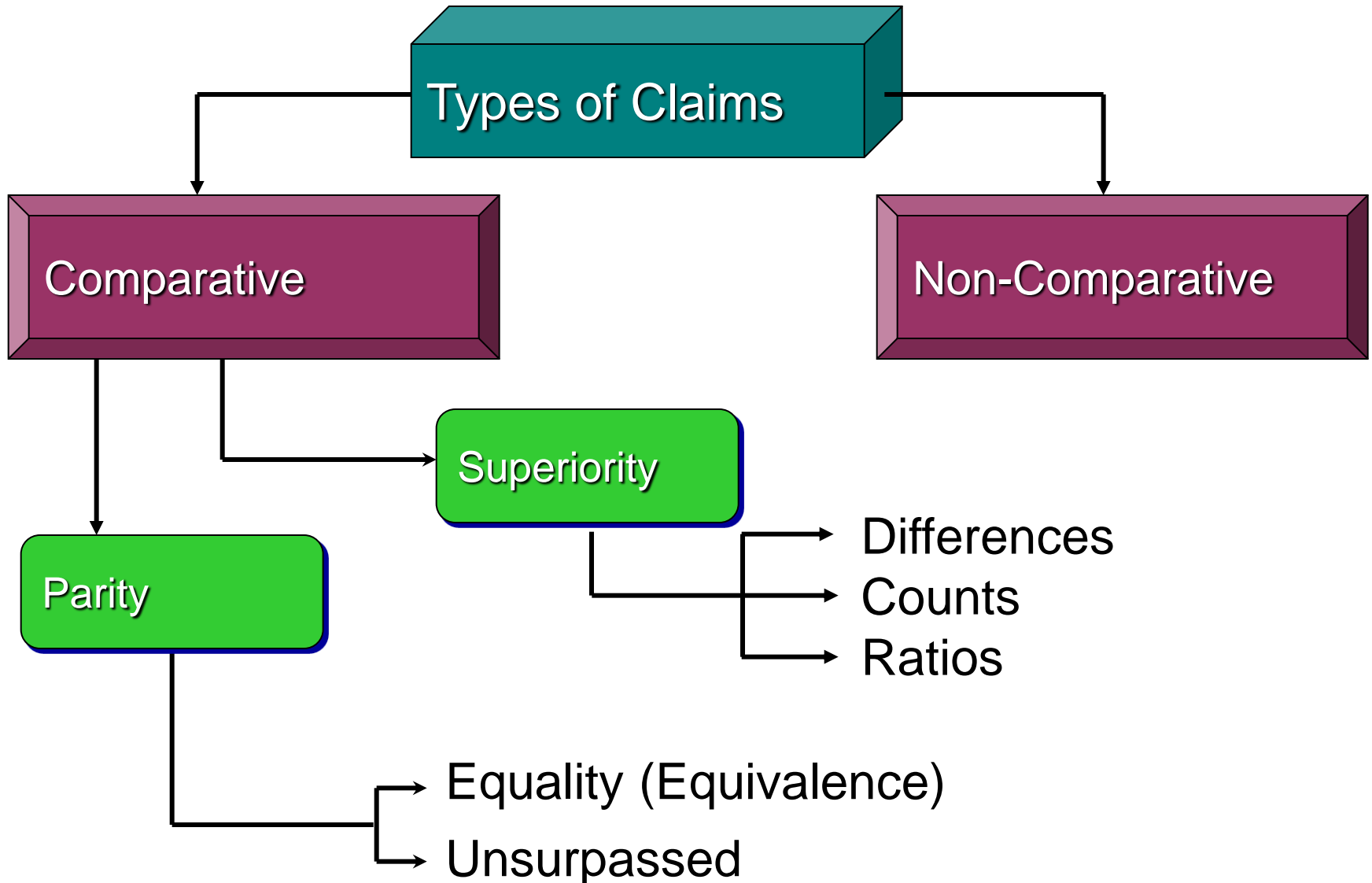
- *Dropped call rates for two cell phone service providers*



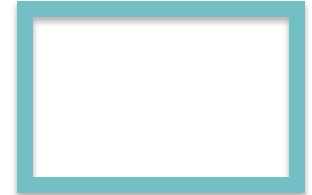
- *Relative performance of two tooth whitening methods*



Product Testing in Claims Support



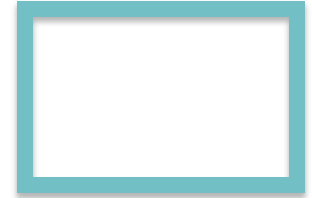
Designing Tests for Claims Support



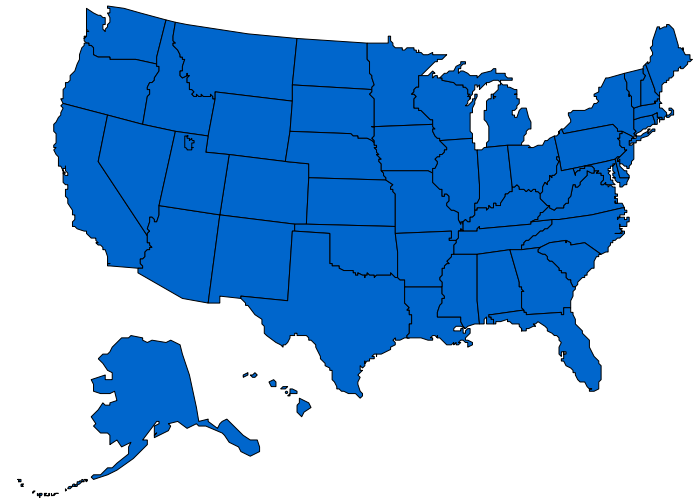
- Choice of claim should precede testing
- Wording of claim determines the tests to be conducted
- Target of claim determines the sub-group tested



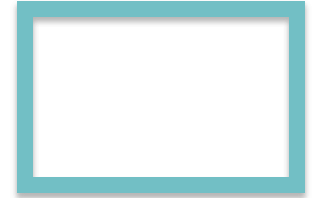
How Many Markets?



- National claim should represent all major regions
 - Northeast
 - Southeast
 - Central
 - West
- Two markets per region
- Regional claims
 - Four markets
 - Geographically dispersed



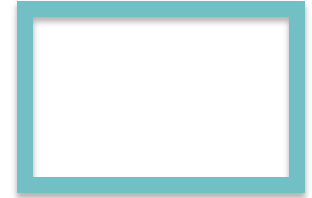
Selection of Products



- Non-brand specific claims against “other leading brands”
 - 85% or more of the national market
 - Top two brands unless highly fractionated
- “Competitive” brands must compete in the same market segment
- Forms
 - Same form if multiple forms exist
 - If only different forms available, claim should be clear
 - “Instant X tastes as good as ready-made Y”



Data Collection Strategies



- **Data collection**

- Qualitative Research not acceptable for claims support

- Central Location Test (CLT)



- Home Use Test (HUT)



- **Test design**

- Monadic



- Comparative



Sensory and Hedonic Methodologies



- Four main method categories:

Sensitivity
(Thresholds)

When can the signal be detected?

Intensity

Difference

Are two products equivalent or different?

Intensity

Usually direct comparison

Descriptive
(Ratings)

Are two products equivalent or different?

Intensity

Usually sequential monadic

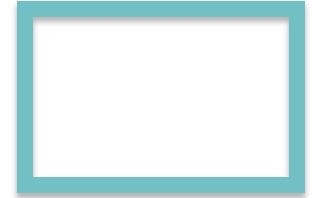
Hedonic

Are two products equally liked or is one preferred?

Preference

Direct comparison or
sequential monadic

“No Preference” Option

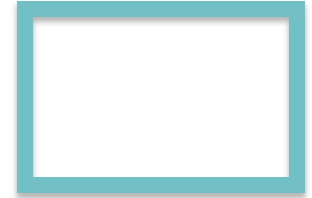


- Do you prefer **A**, **B** or have no preference?

Prefer A	Prefer B	No Preference
41	49	10

- What to do with ‘No preference’ responses?
 - Discard?
 - Redistribute?
 - Equally?
 - Proportionally?

Conclusion



- The documents developed by ASTM E18 provide a helpful toolkit for food scientists facing sensory challenges
- One document of widespread interest is E1958:
 - Standard Guide for Sensory Claim Substantiation
- E1958 covers a variety of topics including:
 - Proper study design
 - Discussion of methodology
 - Recommendations for “No Preference” votes
- All ASTM documents are available for purchase at www.astm.org.
- Attending ASTM E18’s bi-annual meetings is an excellent way to:
 - Obtain and refresh sensory knowledge
 - Contribute to advancements in sensory
 - Network with sensory professionals from a variety of backgrounds

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