



## Why we do, what we do

### – how sensory characteristics influence human behaviour?

- In September 2014, Nielsen reported that approximately 75% of all new products fail within 12 months and that of 3463 new FMCG products launched in the US market in 2012, only 14 (0.4%) acquired the status of 'Breakthrough Innovation Winners'. This is in spite of the fact that many of these new products would have been created using formal development processes, often followed by pre-launch volumetric estimation. This 'success' rate has remained stubbornly unchanged over the past 40 years, in spite of significant developments in psychology, marketing, brand and product development processes and market research.
- In this new presentation, David Thomson takes a fresh look at what drives human behaviour (and hence product choice) by describing his '*Duality of Reward Hypothesis*', developed using the principles of evolution. This hypothesis puts forward the idea that it's the integration of pleasure and emotional outcome that drives behaviour rather than pleasure alone. He goes on to explain how sensory characteristics play a major role in delivering both aspects of reward and how this positions sensory characteristics at the interface of brand and product.
- Although several new and highly successful commercial methodologies have been developed out of the '*Duality of Reward Hypothesis*' (all of which have been published in peer-reviewed scientific journals), Thomson acknowledges that this is 'work-in-progress'. He closes the presentation by describing various commercial applications of these methodologies and by outlining the next stages of MMR's research and development programme; something he believes will improve both the predictive validity of research and success rates in brand and product development.

**Wednesday, 28 Jan 2015**

**6.30pm – 8.00pm**

**Singapore Polytechnic Staff Centre**

**Tulip Room**

**500 Dover Road, Singapore 139658**

**(Near Food Court 5,**

**Singapore Polytechnic Gate No.3)**

#### **Speaker:**

**Professor David Thomson**

**Founder & Chairman – MMR Research  
Worldwide**

#### **REGISTRATION**

Limited seats available. Registration is to be received by **Monday, 26 Jan 2015.**

The registration fee is charged as follows.

SIFST Member \$ 14.00 per pax

Non member \$ 18.00 per pax

Student member \$ 8.00 per pax

(Charges inclusive of Networking Dinner)

**For registration and enquiries, please contact**

Mr Richard Khaw at 65501515

or Richard\_Khaw@nyp.edu.sg

•David is one of the founders and now the Chairman of MMR Research Worldwide, where he heads-up the fundamental research and development programme within the business. He developed the process of Conceptual Profiling (with Dr Chris Crocker); published as a series of five, peer-reviewed scientific articles.

•In 2004 David was appointed Visiting Professor at the University of Reading (UK) where he teaches and supervises research. He also speaks regularly at international research conferences.

Email: Ms Carmen Chan at 67721083

or chan\_yuen\_mun@sp.edu.sg