

**Reducing Sugar In Icon Brands:  
Managing The Process To Maintain Consumer Confidence**

Greg. Tucker  
The Marketing Clinic

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**The Problem:  
How Can We Lose The Sugar Without Losing The Consumer?**

- Tough Problem - faced by many global brands



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- Wrong focus - It's the Consumption Experience that matters



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**The Problem:  
How Can We Lose The Sugar Without Losing The Consumer?**

- Tough Problem - faced by many global brands
- Wrong focus - It's the Consumption Experience that matters
- Who says? The Marketing Clinic - we are the only business that understands and reveals the Consumption Experience and how it is delivered.



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**The Marketing Clinic**

- 1984 - Founder & Chairman Thornton Mustard



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- So what - I've never heard of you



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**The Marketing Clinic**

- 1984 - Founder & Chairman Thornton Mustard
- So what - I've never heard of you
- These companies have: Some of our longer term/multi project clients:
  - Coca-Cola: 31 projects
  - Mars 42 projects
  - Danone 9 projects
  - Unilever 15
  - Diageo 4
  - GSK 10
  - McCain 5
  - RHM 8
  - Heinz 6



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**Global Presence**

- Global presence , understanding palates (by country, age, sex and category - and their dynamics)
- S America & N Zealand excepted
- Understanding the Psychology Of Taste around the world



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**The Marketing Clinic Approach:**

- Any product has some 120 tastes and about 60 emotions
- Which ones matter?
- How are they linked?
- How does altering sugar (or salt etc) alter the experience?



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**The Marketing Clinic Approach:**

- Any product has some 120 tastes and about 60 emotions
- Which ones matter?
- How are they linked?
- How does altering sugar (or salt etc) alter the experience?
- Step 1: Define The Experience

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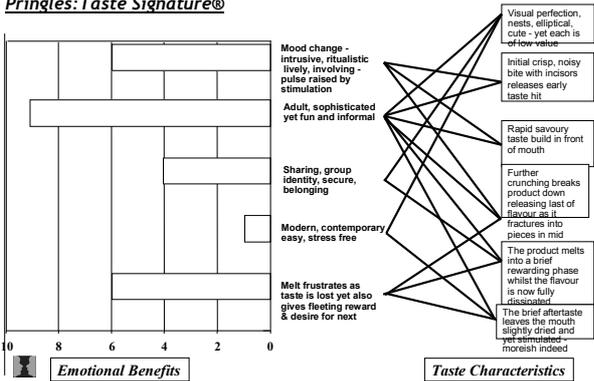
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**Pringles: Taste Signature®**




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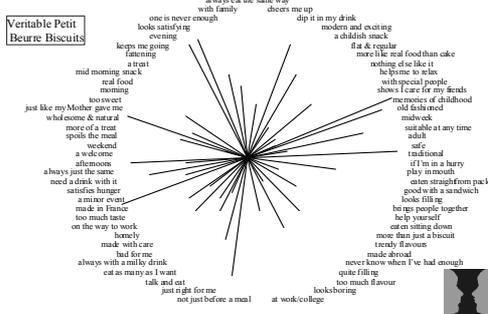
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**Understanding 'The Experience'**

**VPB: Understanding The Emotions**




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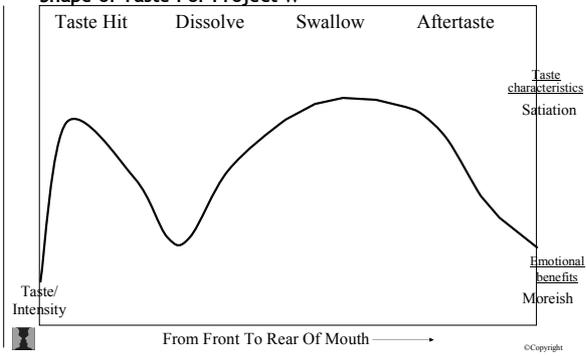
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**Understanding 'The Experience' :  
Shape of Taste For Project W**




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**Shape Of Taste & Taste Profiles**

- Not 'Technically' accurate




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**Shape Of Taste & Taste Profiles**

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**Shape Of Taste & Taste Profiles**

- Not 'Technically' accurate
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  - Yoghurt as 'Healthy'
  - Indian Food & Lager
  - Masculine 'Challenge' of Spirits
  - Satiation vs sufficient - Chinese food
  - Coca-Cola & McDonalds



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- Hence we only work with 'Target Consumer'
- Ultimately - Brand Experience is what drives consumer relationship, loyalty & preference



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**What Does Sugar Change Do?**

- 120 Tastes, 60 emotions
- Sugar alters the balance, intensity and dwell time of certain tastes - hence alters the emotions
- Which ones - and how does this alter the Experience?



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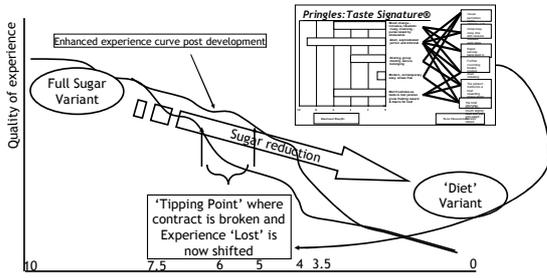
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**Stages 2 & 3:**  
**Identify the Experience Curve & enhance for different levels of sugar**




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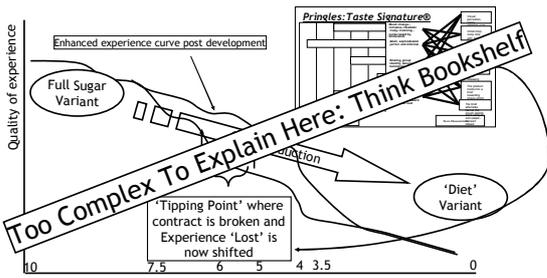
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**Stages 2 & 3:**  
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**Bookshelf?**

- If a Brand Experience is like a row of books - some tall some short, fat and thin - all represent flavours, tastes, mouthfeels and aromas in the consumption experience

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- Salt reduction is like the bottom 2" have been sliced off with a chainsaw
- The visual look of the bookshelf is altered when some books are removed - yet not all the ones removed matter. We identify the 4 - 8 books out of the shelf-full that trigger the most positive emotions and that deliver delight and deliciousness



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- The visual look of the bookshelf is altered when some books are removed - yet not all the ones removed matter. We identify the 4 - 8 books out of the shelf-full that trigger the most positive emotions and that deliver delight and deliciousness
- They must be retained in their presence, impact and delivery - they deliver the 'Recognition' of the experience
- A consumer driven recognition solution - not a technical fix.



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**Summary Of The Marketing Clinic Approach**

- About delivering The Brand Experience



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**Summary Of The Marketing Clinic Approach**

- About delivering The Brand Experience
- Has to be case specific - no single solution
- It can be done - we know when we're 'Getting there'
  - already developed a new carbonated drink: half the sugar but no sweeteners or artificial ingredients & yet full mouthfeel & experience
  - sugar reduction in biscuit & confectionery items
  - coffee - caffeine reduction
  - ingredients savings in quality alcohol products



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- Marketing can own the experience and see what is happening
- Development are given focused areas of work to restore the consumer benefits



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**Thank You For Sharing This Experience!**

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■ *Psychology Of Taste*  
■ *Managing The Consumption Experience*

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