



THE
MARKETING CLINIC
delivering preference

Taste

A Spectrum Of Delight?

A New Way To View Taste

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What's This?



ROYGBIV

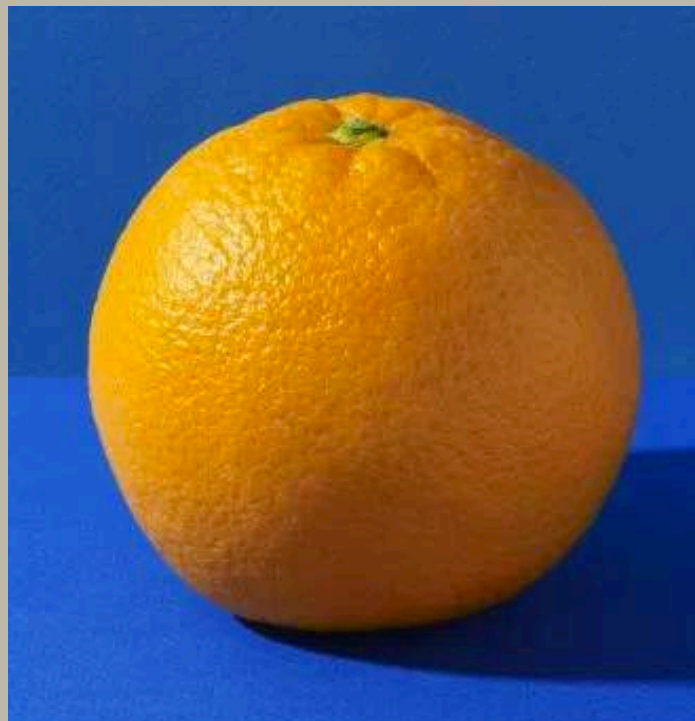
What's It Got To Do With This?



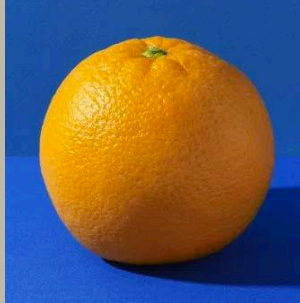
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ROYGBIV

Here's A Taste Clue!



Here's A Taste Clue!



- Ideas Evolve
- As humans we struggle to understand, explain & describe our world
- Taste is no different – we are limited by words in articulating & explaining what our senses detect
- If we think it's difficult What about our consumers?

Sensory Decoding



- Here's a couple of guys you may recognise....
- Raphael's Spirit of Athens – with Plato & Aristotle
- One tried to explain the world by a sense of feeling and intuition, one by a sense of scientific empiricism
- Hence we have 5 senses.....

Sensory Decoding



- But do we really have 5 senses.....

So, what about taste?



- Here's The 7Senses Organisation logo...say hello to proprioception & the vestibular system!
- Now with my amendment! So, 8 & counting....

So, what about taste?

Here's a Familiar Tongue Map



However, it is simply wrong.....

Understanding Taste

- Taste is like a spectrum....a range of triggers that our senses decode imperfectly
- Like all good stories it has a beginning, a middle and an end – that is where the tongue map originated
- Though also like all good stories – there are a number of parallel plots!
- The Basic 4 : sweet, sour, salt, bitter have been expanded by umami
- The fifth is a recent addition but there is some belief in there now being a 6th and even a 7th

Understanding Taste

- Enter Kokumi stage left
- This is the 6th taste
- It is the sense of in - mouth richness, density and depth
- The word is an amalgam of the Japanese for Rich & Taste
- Can it really be detected?
- Its presence changes our consumption pattern – so something is occurring....

Understanding Taste

- I spoke about a 7th.....
- Which is really one of the basic 5 – according to the Chinese theory of Taste...
- Step forward the trigeminal nerve....spice & pungency
- Capsaicin, chilli heat & burn & even menthol cooling....

The Sensory Map Is Actually Not The Point...

- We get obsessed with the absolute number of tastes....4, 5, 6, 7...
- What really matters is what they mean
- We should focus more on the experience rather than the trigger
- Step Forward Alfred Hitchcock!

The Sensory Map Is Actually Not The Point...

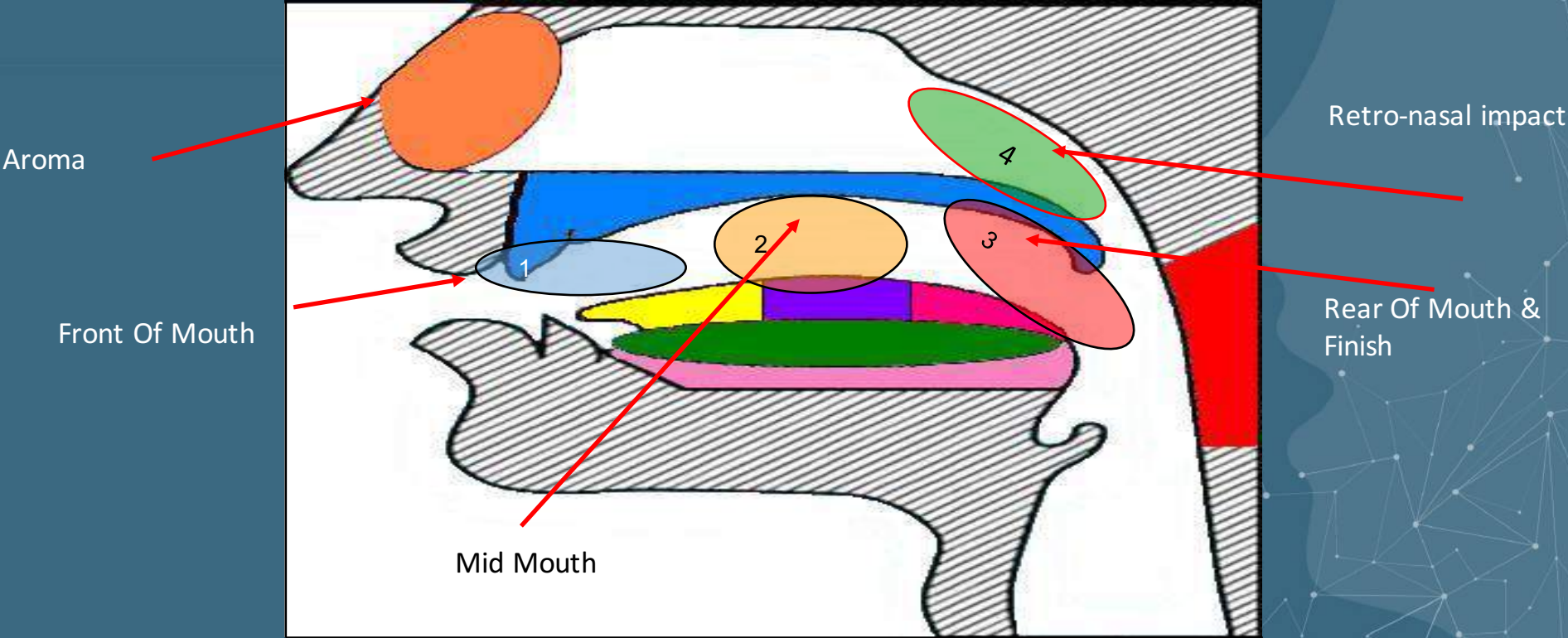
- Just like a story or a film – every Consumption Experience has a beginning, a middle and an end
- There is a story to be unravelled – the taste journey



- At key 'Plot points' (eg encounter, adverts, aroma, mid mouth, aftertaste etc) emotional shifts are triggered.

Put simply: it's about the story, not the image – it's about the experience not the taste

The Sensory Map Is Actually Not The Point...



Understanding The Journey: Uses In Taste The US & Japan...

- Neophile vs Neophobe
- Not a new Brexit description of antagonists
- More about attitudes to newness
- Seeking the new or fearing the new – excited & delighted in discovery vs reassured and comforted in what's known

The US: Seeking Artisan Values: New in Old – Craft Beer, Bread & Beyond..

- MGD, Hepa filters & striving for less – Coors Light & the death of flavour!
- San Francisco Steam Beer – looking for the old in the new
- Sierra Nevada & Cascade Hops. Finding the old in the new!
- Craft Beer = Back to Basics in brewing
- Is it new or old?

Japan

- The cultural divide....Shouganai
- It can't be helped, it's how it just is & has to be....
- This means that the Japanese have created a cultural taste phenomenon out of absolutely knowing and expanding every stage of a taste experience – giving each facet meaning, space and significance. We call it the tea ceremony....
- But the youth want something different – excitement, novelty & change...they are looking for the new in the old!

Japan: What's This?

- Apple[13]
- Adzuki[2][13]
- Bakeable custard[16]
- Baked potato[2]
- Banana[14][15]
- Beni imo[2]
- Blueberry cheesecake[2][13]
- Brown sugar syrup[2][13]
- Cafe au lait[15]
- Cantaloupe[15]
- Cappuccino[2]
- Caramel macchiato McFlurry[13]
- Cherry[5]
- Chestnut[13]
- Chocobanana[2]
- Cinnamon cookie[2]
- Citrus golden blend[2]
- Corn[15]
- Creme brulee[15]
- Double cookie[16]
- Edamame[2]
- European cheese[17]
- Exotic Tokyo[14]
- Fruit parfait[2]
- Ginger ale[15]
- Golden citrus[15]
- Green bean[5]
- Hojicha[2]
- Hokkaido cheese and chocolate[1]
- Hokkaido Melon with Mascarpone Cheese[18]
- Hokkaido roasted corn[1]
- Hot Japanese chili[2]
- Kinako[15]
- Kobe pudding[6]
- Koucha[14]
- Kuchidoke Kakao[16]
- Lemon cheesecake[19]
- Maple[16]
- Matcha[2][14]
- Miso soup[7]
- Muscat of Alexandria[13]
- Okinawa sweet potato[6]
- Passion fruit[19]
- Pear[2]
- Ramune[16]
- Raspberry passionfruit[16]
- Red potato[5]
- Rilakkuma hotcake[17]
- Rock salt[13]
- Royal Milk Tea[20]
- Sake[12]
- Sakura[14]
- Sakura matcha latte[17]
- Salt and caramel[13]
- Shikuwasa[21]
- Shinshu apple[2]
- Soy flour[14]
- Soy sauce[14][15]
- Strawberry[2][14]
- Strawberry cheesecake[13][15][17]
- Sweet pudding[13]
- Triple berry swirl[13]
- Vegetable juice[16]
- Wasabi[1]
- Watermelon[13]
- Yokohama cheesecake[6]
- Yubari melon[5]
- Yuzu[5]

Taste Strategy

- There is no such thing
- What you need is an Experience Strategy – old, new, masculine, stylish, challenging, optimistic – etc etc
- Taste is a servant to the emotions – be Plato and not Aristotle!
- That is why Guinness, Marmite & co work

Spectrum? No Mood!

- So, what is your Experience Strategy?
- How do you want your consumers to feel...that is the answer we must all seek– it is not the spectrum it is the message
- It is not the colour it is the picture, it is not the piece but the whole thing.
- Taste - = 4, 5, 6 or 7 – what really matters is what it means!



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No, A Story To Be Told

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