

DETERMINING EMOTIONAL IMPACT OF SCENT TO SUPPORT PRODUCT CLAIMS

Proving Gain is “Music to Your Nose” with Neuroscience Research

THE CHALLENGE

P&G wanted to understand the emotional connection to scent, as compared to other emotionally significant experiences such as music. They were launching new single-dose pods of their Gain laundry detergent. P&G has known for years that users of Gain are very enthusiastic about the scent. They even refer to Gain loyalists as “Gainiacs.” P&G speculated that the emotional connection to the scent of Gain was comparable to other emotionally significant experiences in consumers’ lives.

THE SOLUTION

Nielsen Consumer Neuroscience* measured the biological expression of emotion to scents, as well as to a variety of other pleasant, neutral, and aversive scents through the use of biometrics and facial coding. These scents were then compared to the emotional responses to music from a favorite genre.

THE RESULTS

Nielsen’s insights revealed that the scent of Gain products elicited a greater and more positive emotional response than listening to music from one’s favorite genre. Additionally, experiencing the Gain scent before listening to one’s favorite music had a priming effect: respondents had an even greater emotional response to their favorite music after smelling Gain.

These findings allowed P&G to use the new tagline “Music to Your Nose” with confidence. The tagline was used prominently in the national campaign supporting the product launch of single dose pods of Gain laundry detergent.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

NEW PRODUCT DEVELOPMENT CASE STUDY

P&G



For more information contact your Nielsen representative or visit
www.nielsen.com/consumerneuroscience