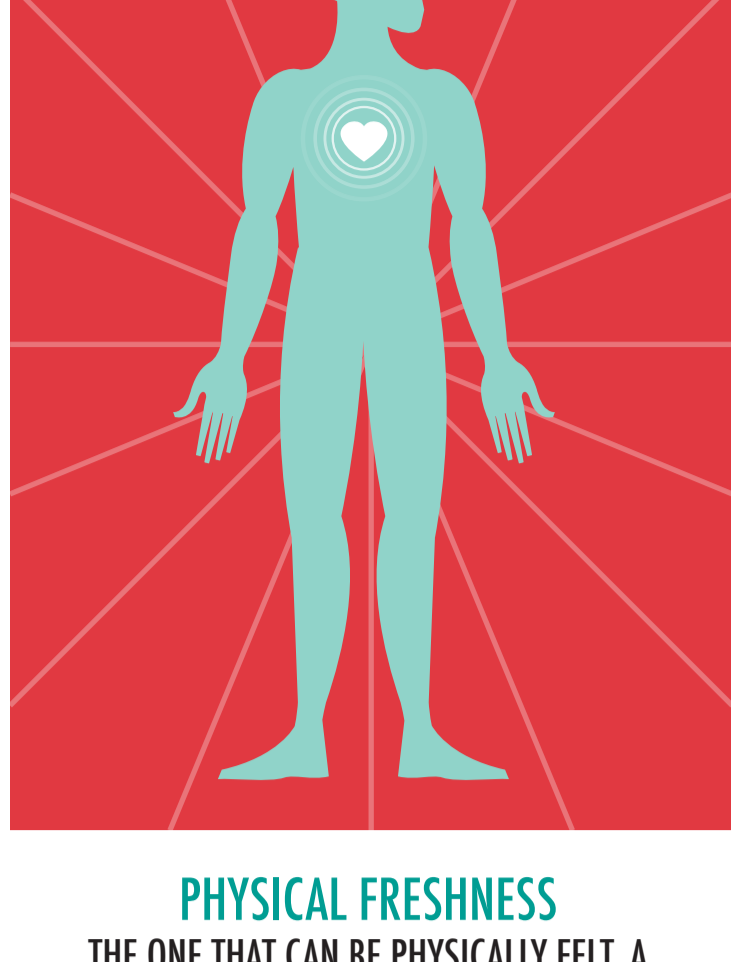


# FRESHNESS

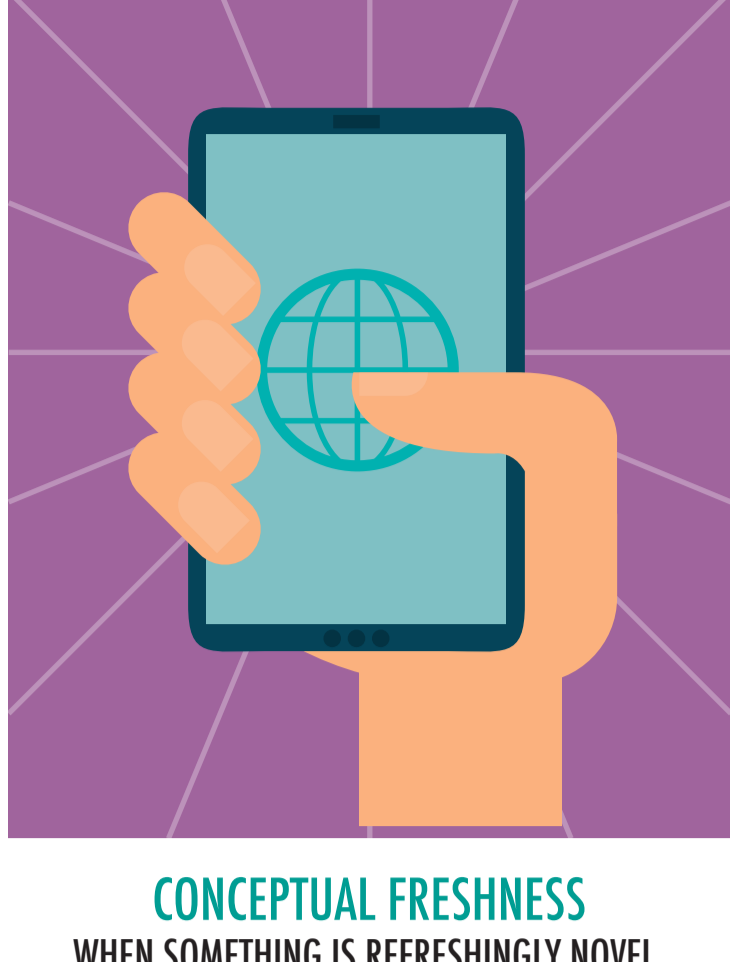
## A MULTI-DIMENSIONAL PROFILE IN THE CONSUMER MIND



**PHYSICAL FRESHNESS**  
THE ONE THAT CAN BE PHYSICALLY FELT, A PERCEIVED CHANGE IN THE BODY



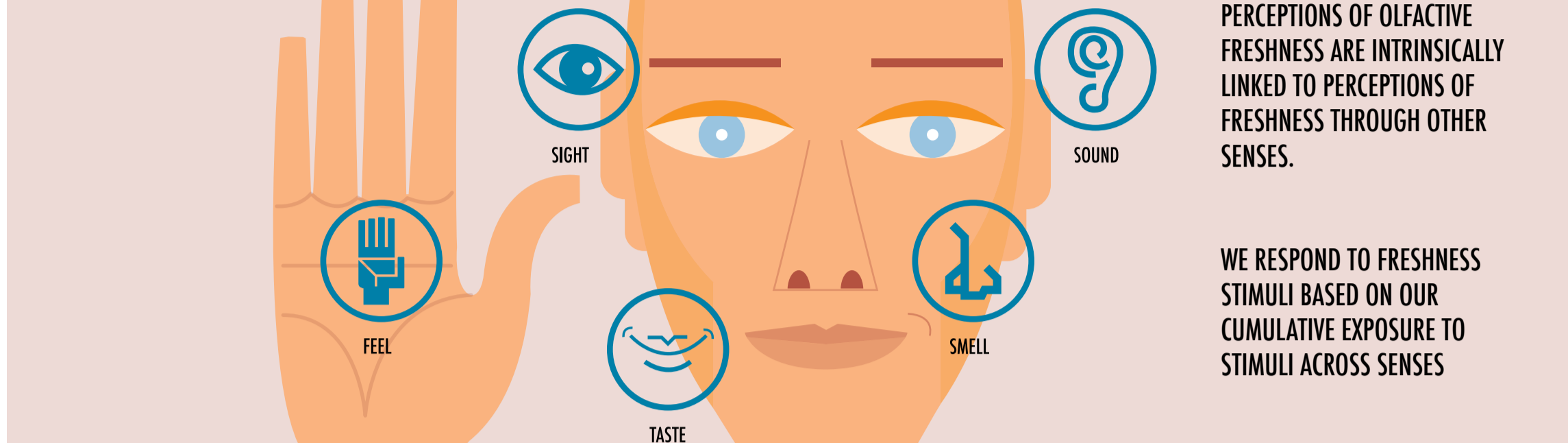
**EMOTIONAL FRESHNESS**  
WHICH STEMS FROM A MENTAL FEELING OF WELL-BEING AND BOTH FROM ASSOCIATIONS WITH THINGS WHICH INSPIRE FRESHNESS TO US



**CONCEPTUAL FRESHNESS**  
WHEN SOMETHING IS REFRESHINGLY NOVEL, UNSEEN AND ORIGINAL

## A MULTI-SENSORIAL EXPERIENCE

HOW OUR SENSES CHECK FOR ACCEPTANCE OF CONSUMER PRODUCTS

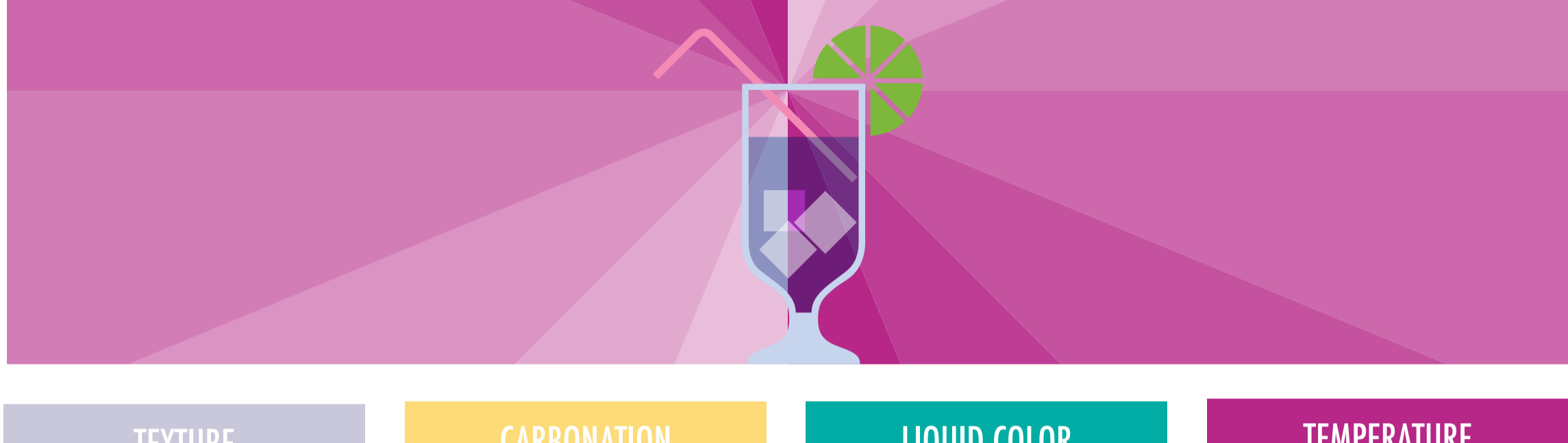


PERCEPTIONS OF OLFACTIVE FRESHNESS ARE INTRINSICALLY LINKED TO PERCEPTIONS OF FRESHNESS THROUGH OTHER SENSES.

WE RESPOND TO FRESHNESS STIMULI BASED ON OUR CUMULATIVE EXPOSURE TO STIMULI ACROSS SENSES

## FRESHNESS KEY FINDINGS

### REFRESHMENT BEVERAGES



<p><b>TEXTURE</b></p> <p>AS CLOSE TO WATER AS POSSIBLE. THIN, SOFT LIQUID, LIGHT, LIKE WATER BUT A LITTLE LESS ABRASIVE. THICKLY TEXTURED SOFT DRINKS HIGHLY VALUED BUT NOT AS SOURCES OF REFRESHMENT.</p> 	<p><b>CARBONATION</b></p> <p>BUBBLES MAKE IT MORE REFRESHING. EFFECT OF THE FIZZ IS TO AWAKEN SENSES. MORE DYNAMIC, ALIVE AND REFRESHING. EXPECTATIONS TOWARDS NEW DRINKS WITH SMALLER BUBBLES, SPARKLING, BUT NOT FIZZY.</p> 	<p><b>LIQUID COLOR</b></p> <p>A MAJORITY OF CONSUMERS LOOK FOR TRANSLUCENT, PASTEL COLORS THAT LOOK NATURALLY-DERIVED (COCA COLA - ONLY EXCEPTION). SPAIN: ONLY COUNTRY MOTIVATED BY BRIGHT, INTENSE LIQUID COLOR</p> 	<p><b>TEMPERATURE</b></p> <p>COLD (EXCEPT FOR TEA IN UK AND RUSSIA). FROSTY GLASS, ICE. FROM CHILLED TO ICE COLD. MUST NOT COMPROMISE EASY TO DRINK.</p> 
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<p><b>FRESH ADDITIONS</b></p> <p>SLICE OF LEMON OR LIME, SPRIGS OF MINT, CUCUMBER, BLENDED MINT. MAKE A DRINK SEEM FRESHLY MADE. BRING A REAL OR PERCEIVED TASTE BENEFIT THAT INTENSIFIES REFRESHMENT.</p> 	<p><b>SOUND</b></p> <p>« PPSHHT » OF A CAN OPENING, SOUNDS OF BUBBLES - GREAT SUPPORTS. NOT ESSENTIAL BUT INTENSIFIES ANTICIPATION/FULFILLMENT.</p> 	<p><b>NATURAL</b></p> <p>NATURAL REFRESHMENT IS ASPIRATIONAL BUT NOT ALL NATURAL JUICES ARE REFRESHING OR FIT TASTE PREFERENCES. INNOVATION EXPECTED IN MORE NATURAL INGREDIENTS, FEWER ADDITIVES</p> 
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### ORAL CARE FRESHNESS



<p><b>FRESHNESS YOU CAN SEE</b></p> <p>VISUALS PLAY AN EMINENT ROLE. COLORS, WORDINGS, GRAPHICS, SYMBOLS, BASE EFFECTS. VISUAL CUES</p> 	<p><b>FRESHNESS YOU CAN TASTE</b></p> <p>POSITIVELY CONDITIONED BY A FAMILIAR, WELL KNOWN TASTE (MINT) PLEASANT/ SIMPLE/NATURAL FRESH MOUTH FEELING IS COOL (NOT COLD)</p> 	<p><b>FRESHNESS YOU CAN SMELL</b></p> <p>AIR &amp; WATER, NATURE MINT BLUE SKY OR CLEAN GREEN FIELDS A CLEAN SMELL: FRESHNESS SMELLS GOOD, SMELLS CLEAN, NEW, SMELLS CLEAN</p> 	<p><b>FRESHNESS YOU CAN TOUCH</b></p> <p>PHYSICAL FRESHNESS: CLEAN MOUTH FEEL; SMOOTH, SLEEK, FEELING ON THE TEETH</p> 
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### CHEWING GUM FRESHNESS



<p><b>INVIGORATING &amp; VITALITY</b></p> <p>A PHYSICAL STIMULUS THAT HELPS CONSUMER TO CHANGE THEIR MOOD (I.E. BOREDOM OR DIFFICULTY OR NEED TO FOCUS)</p> <p>- MENTAL AND PHYSICAL BOOST - FRESH &amp; RESTORE: FOR ME</p>	<p><b>CLEANLINESS: FRESH BREATH</b></p> <p>- ALL DAY CONFIDENCE: FOR THOSE AROUND ME - CLOSER CONNECTIONS: FOR YOU &amp; ME</p>	<p><b>ENJOYMENT</b></p> <p>A PLEASURE THAT COULD BE SHARED WITH FRIENDS, A DATE TO CREATE A LINK WITH SOMEONE</p>	<p><b>NATURALNESS</b></p> <p>FRESHNESS SHOULD NOT BE ARTIFICIAL BUT RATHER LINKED TO A NATURAL CHANGE OF STATE FROM "NON FRESH TO FRESH"</p>
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## CLEANLINESS GLOBAL PLATFORM

A FRESHNESS THAT HELPS SOMEONE EXUDE CONFIDENCE THROUGH:

- FRESH BREATH
- SECURITY
- REASSURANCE
- GOOD IMAGE



A FRESHNESS THAT ENABLES SOMEONE TO FEEL HEALTHY WITH A OVERALL SENSE OF WELLBEING

## NATURAL GLOBAL PLATFORM

A FRESHNESS THAT HELPS SOMEONE EXUDE CONFIDENCE THROUGH:

- PURITY & SIMPLICITY
- PEACEFULNESS & TRANQUILITY
- CALMNESS & SOOTHING
- RECHARGING & REVITALIZING

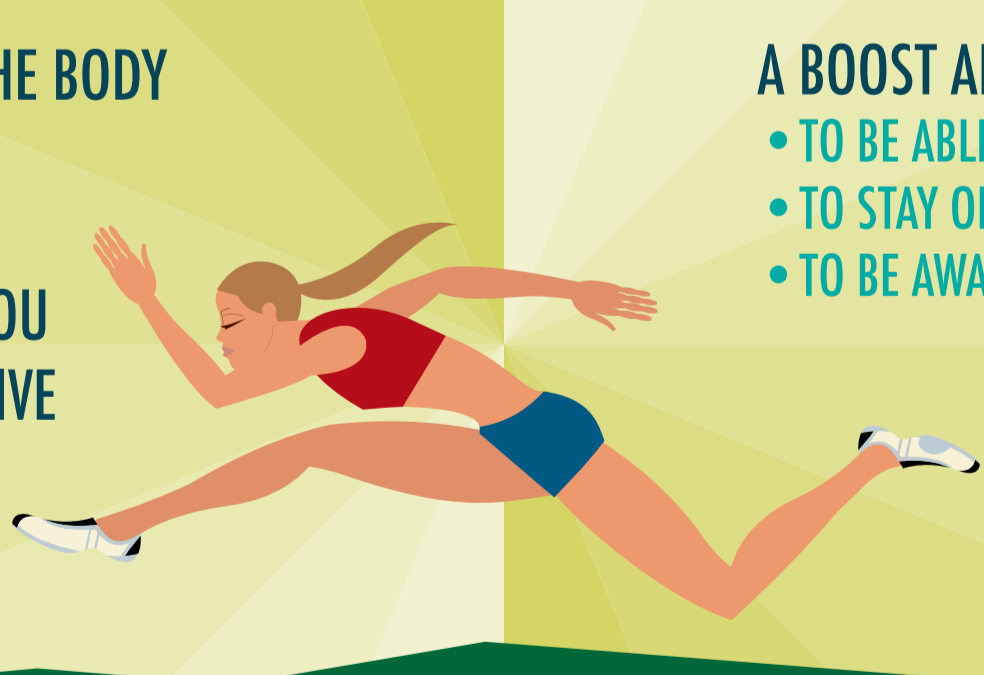


A FRESHNESS THAT ENABLES SOMEONE TO FEEL "GREEN", HEALTHY, RELAXED, ENERGIZED

## VITALITY GLOBAL PLATFORM

A FRESHNESS THAT KEEPS THE BODY AND MIND AWAKEN

A FRESHNESS THAT KEEPS YOU KNOWING THAT YOU ARE ALIVE



A BOOST AND KICK OFF EFFECT:

- TO BE ABLE TO FOCUS AGAIN AFTER A BREAK
- TO STAY OF THE SAME LEVEL OF PERFORMANCE
- TO BE AWARE OF SURROUNDING LIFE

## RELAXATION GLOBAL PLATFORM

A FRESHNESS THAT BRINGS SERENITY (COMFORT; PEACE OF MIND; FREEDOM)

A FRESHNESS THAT CONNECTS ONE WITH ONESELF & NATURE

A FRESHNESS THAT ENGAGES ALL THE SENSES IN A CARING WAY

A FRESHNESS THAT CHILLS ONES BODY AND MIND



## ENJOYMENT GLOBAL PLATFORM

A FRESHNESS THAT MAKES YOU WANT TO CELEBRATE LIFE

STIMULATION FOR THE SENSES, YOU ARE DISCOVERING SOMETHING NEW

FRESHNESS YOU WANT TO SHARE WITH FRIENDS

OCASIONS:

- WITH OTHERS
- AT SCHOOL, PARTY, WORK - NO SERIOUS CONTEXT!
- FOR FUN, ENTERTAINMENT MOMENTS

