

# MAXIMISE YOUR SALES WITH SENSORY MARKETING TECHNIQUES

HOW TO OPTIMISE THE SENSUALITY OF PRODUCTS AND WIN CONSUMERS' HEARTS

Today's consumer orientated mindset requires emotional and sensual product drivers to influence desire and purchase. Companies have realised new market opportunities are all about growing entirely new lines of revenue with innovative ideas and products that consumers love. But what exactly constitutes a great brand today? In this hypercompetitive environment, all other things being equal, it is the emotional aspects of products which drive consumer purchase. Increasing sales and revenue can be achieved through products and brands which engage consumers on the level of the senses and emotions. In essence, they come alive and forge a deep and long lasting connection with consumers.

## Key Highlights

- **Revealed**  
The current status of Sensory Marketing
- **Foundations**  
How the senses influences our brain, cognition/thought and ultimately product choice
- **Application**  
Understand the process for linking products' sensory characteristics to brand meaning to forge an enduring emotional bond with consumers

30 MAR 2011, WED

6.30PM – 9.00PM

MIS EXECUTIVE CLUB

(51 ANSON ROAD, #03-53 ANSON CENTRE, S079904)

MIS MEMBER - \$20 | MIS PARTNER - \$30

NON MEMBER - \$35 | MIS STUDENT - COMPLIMENTARY



Dr Jane Murray,  
Director, Insight2market

Jane Murray founded insight2market in 2008 and has a wide expertise in consumer choice, consumer and sensory research, food, beverage & flavour innovation. Insight2market now works with clients who include some of the world's largest food, consumer goods, ingredients and flavours companies.

Previously, Jane has worked at Givaudan (Head of Consumer Understanding), Quest (APAC) Flavours (Sensory & Consumer Research Manager), CSIRO Consumer Science Program (Sydney) and The

Grampian Country Food Group (UK). She gained a BSc (distinction) in Food and Consumer Science, an MSc (Human Nutrition and Metabolism) at University in Aberdeen, Scotland and a PhD in Consumer and Sensory Research from the National University of Ireland.

Jane has published numerous peer-reviewed research papers in journals such as Food Quality and Preference, the British Food Journal and the Journal of Sensory Studies. Jane also lectures at the University of New South Wales in Food Choice.



The National  
Body for Sales  
and Marketing



## PROGRAMME HIGHLIGHTS

6.30 – 7.30PM

REGISTRATION & NETWORKING *(Light dinner will be provided)*

7.30 – 8.30PM

PRESENTATION TALK

8.30 – 9.00PM

Q&A SESSION

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".

# Registration Form

## Marketing Guru Talk

### Registration Fees:

MIS Member : \$20 Non member : S\$35  
MIS Partner : \$30 MIS Student: Complimentary  
(Light dinner will be provided)



MARKETING  
INSTITUTE OF  
SINGAPORE

**Event:** Maximise Your Sales with Sensory Marketing Techniques on 30 March 2011

### Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: \_\_\_\_\_

MIS Membership No: \_\_\_\_\_  MIS Student  Non Member

Address : \_\_\_\_\_  
\_\_\_\_\_ Postal Code \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact No: \_\_\_\_\_ (O) \_\_\_\_\_ (HP)

You may submit your registration form via fax: 6327 9741, email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

### Method of Payment

Total Amount Payable: \$ \_\_\_\_\_ (**Please make payment before the event**)

Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card :  AMEX  MasterCard  VISA

Cardholder's Name: \_\_\_\_\_

Issuing Bank : \_\_\_\_\_

Card No: \_\_\_\_\_ CVV No: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

Signature : \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_