

Predicting the potential, speed and scale of future fragrance trends through content creators and prediction markets

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A CRG GLOBAL COMPANY

 **THE QUIRK'S EVENT**
FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS



Social Media: The Engine Behind Rapid Innovation and Market Shifts



Insights Generation Process

Phase 1



IDs with Content Creators



Direct access to audience Insights
One voice representing many
Culturally relevant trend spotting

Phase 2



Prediction Market survey



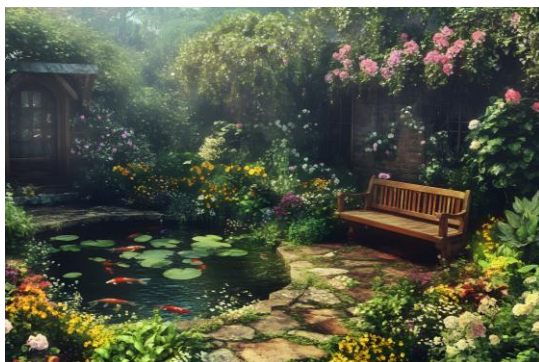
Tapping into the wisdom of crowds
Smarter, real-time decision making
Providing immediate strategic value

Symrise Fragrance Collection Trends

Concept N



Concept G



Concept W



Concept D



Concept S



Concept C



Concept M



Note - the images are placeholders and do not represent the actual concepts. We've intentionally kept the real visuals confidential to protect proprietary content and maintain competitive sensitivity

Phase 1

What, Why & How: In-Depth Creator Interviews



Clearest foresight and understanding of what's to come

Directly involved in **shaping consumer behavior, trends and decisions** in many categories

Creators as Cultural Barometers: Informing, Refining & Validating Trends



Cultural and social barometer on what matters now and moving to the future



Co-creation to shape, modify, refine and craft the macro trends



To provide the heads up on the dos, don'ts and watch outs

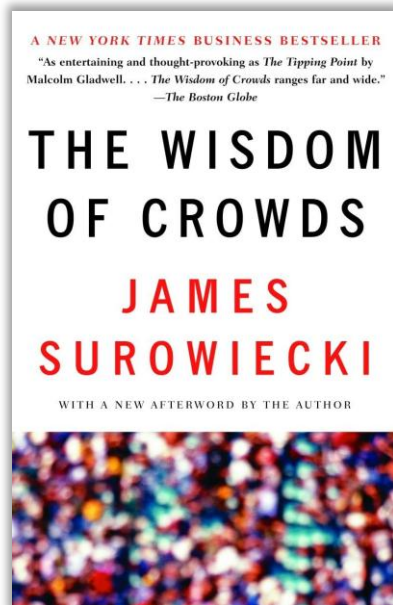


To validate final macro trends are set tone for creation of hypotheses for consumer testing

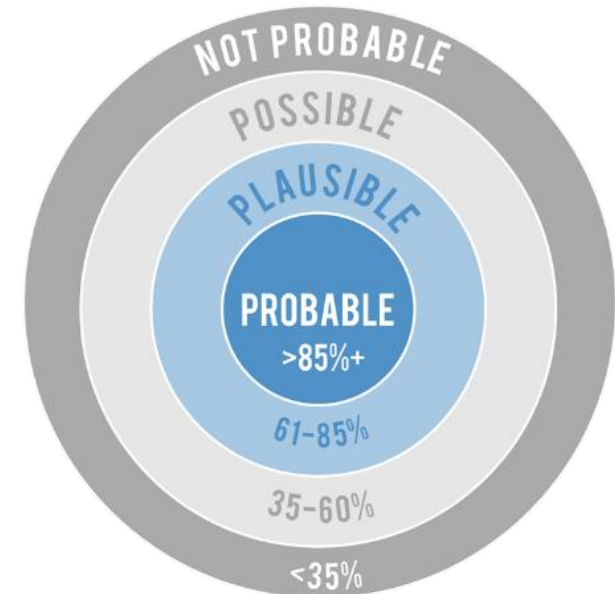
Phase 2

Inside the Prediction Market: What It Is, Why It Matters, and How It Works

Proven Logarithmic Market Scoring Rule and the wisdom of crowds to predict how a target audience will react or behave - eliminating personal bias and overclaim



GROWTH POTENTIAL
LONGEVITY OF TREND
FIT AGAINST JOBS TO BE DONE
TARGET POTENTIAL
BRAND/RETAILER FIT
REASONS WHY



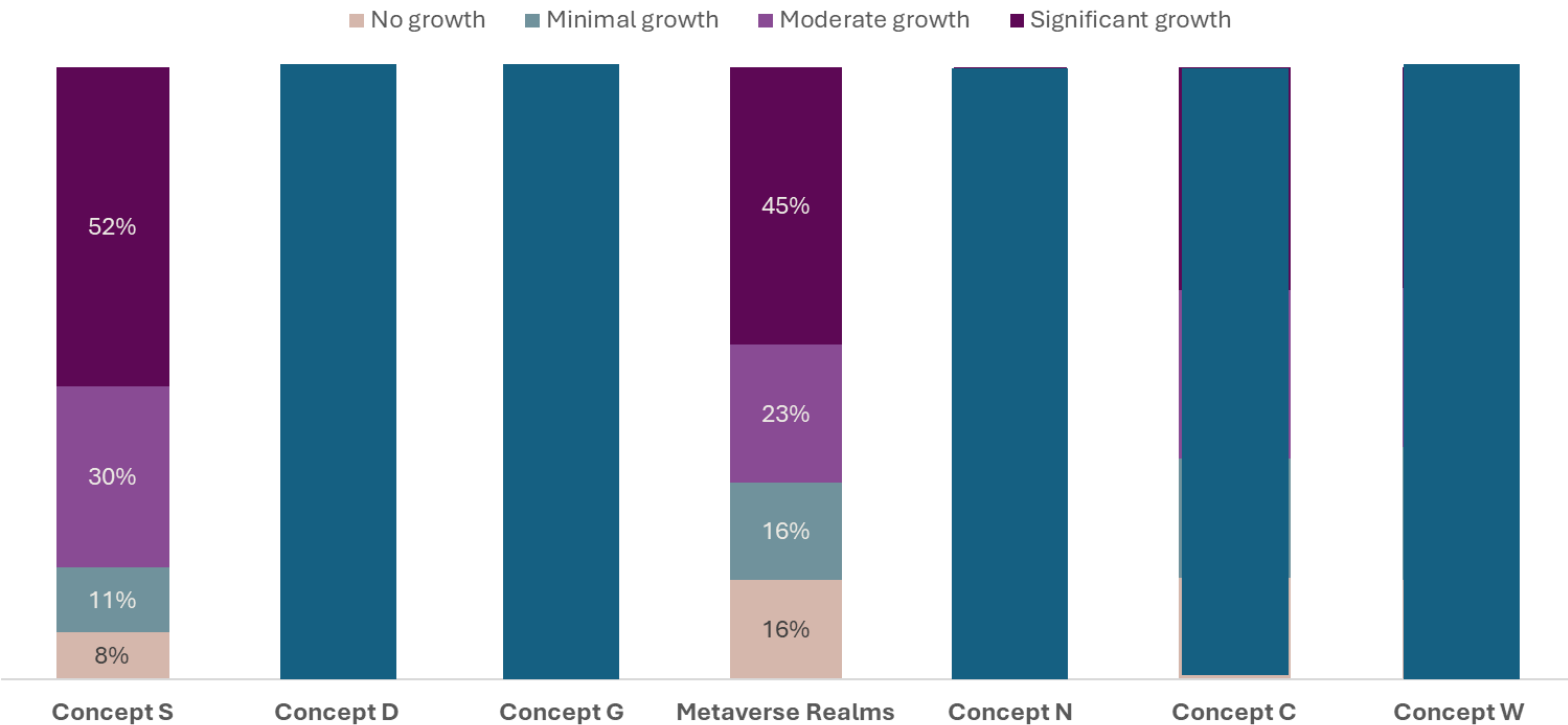
Building a Cohesive Growth Strategy



Gaming Revenues Projected at \$300 B, Avatar Market at \$270 B But Something's Missing

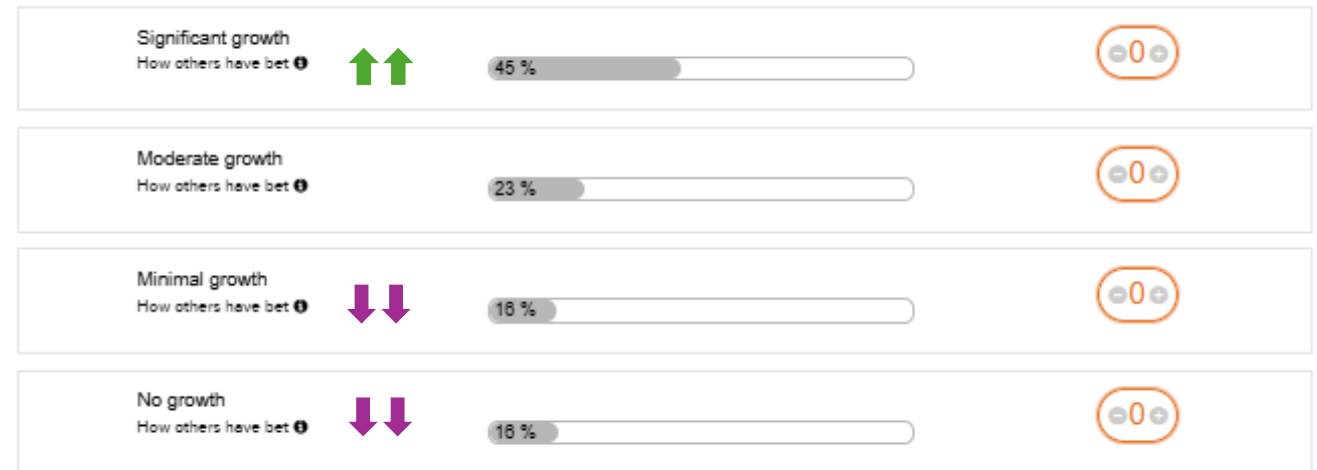
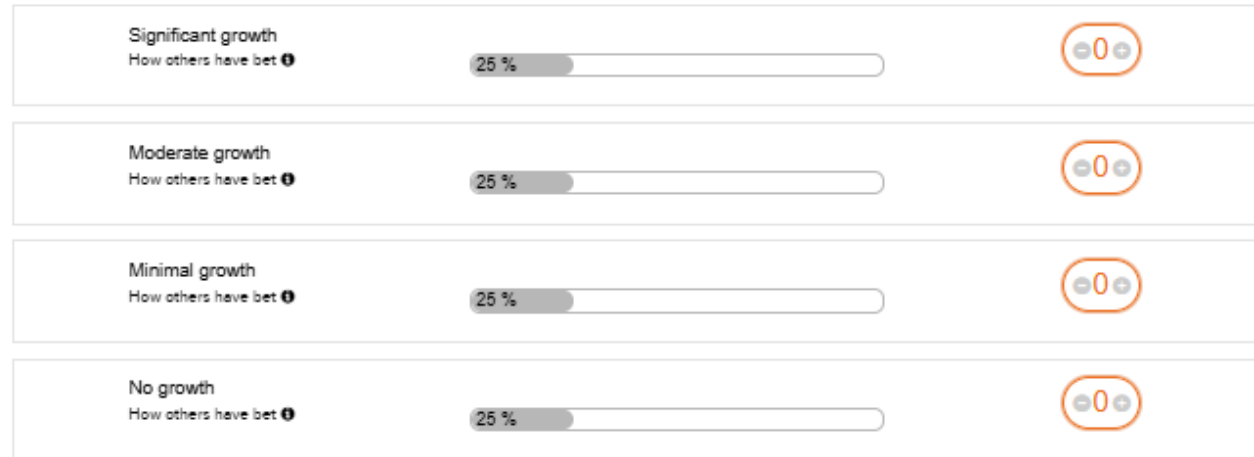


Will it grow in popularity?



Q: Over the next 3 years, how much growth will there be in terms of people seeking out fragrance products for their home that provide or deliver on the emotional and lifestyle trend of [fragrance collection]?

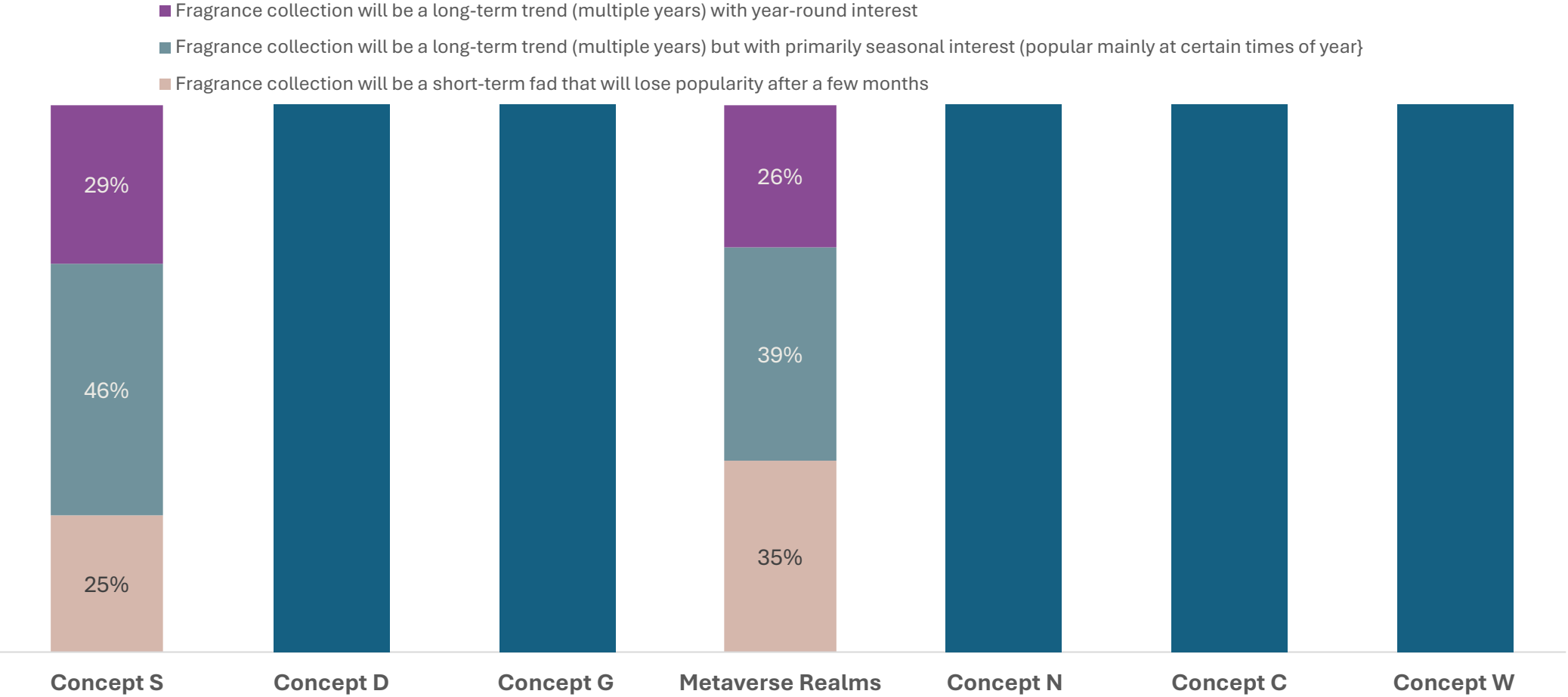
There is a 45% likelihood that Metaverse Realms will see 'significant growth', nearly doubling its starting position



Q: Over the next 3 years, how much growth will there be in terms of people seeking out fragrance products for their home that provide or deliver on the emotional and lifestyle trend of [fragrance collection]?

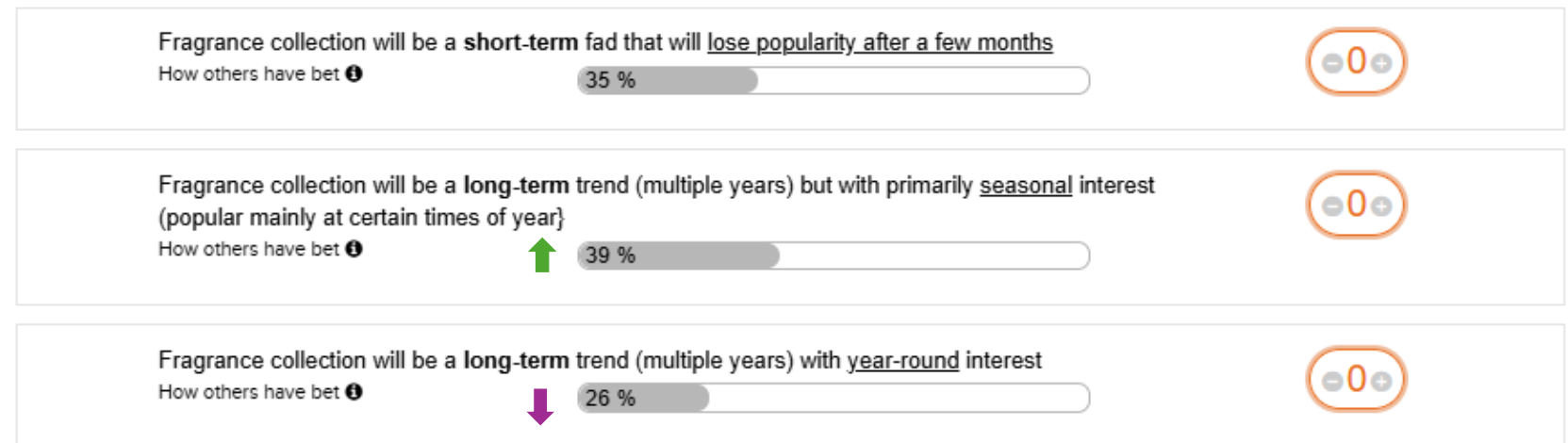
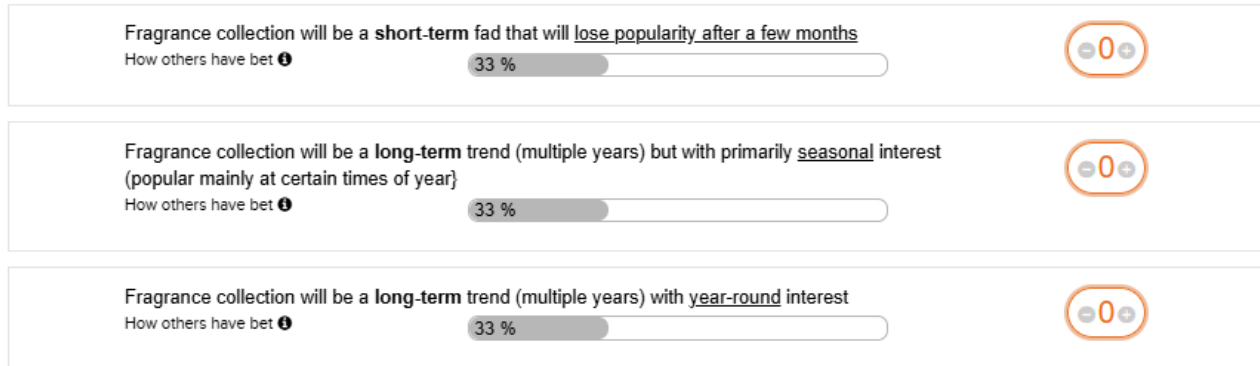
02 – Popularity for the long term

Will it remain popular long-term?



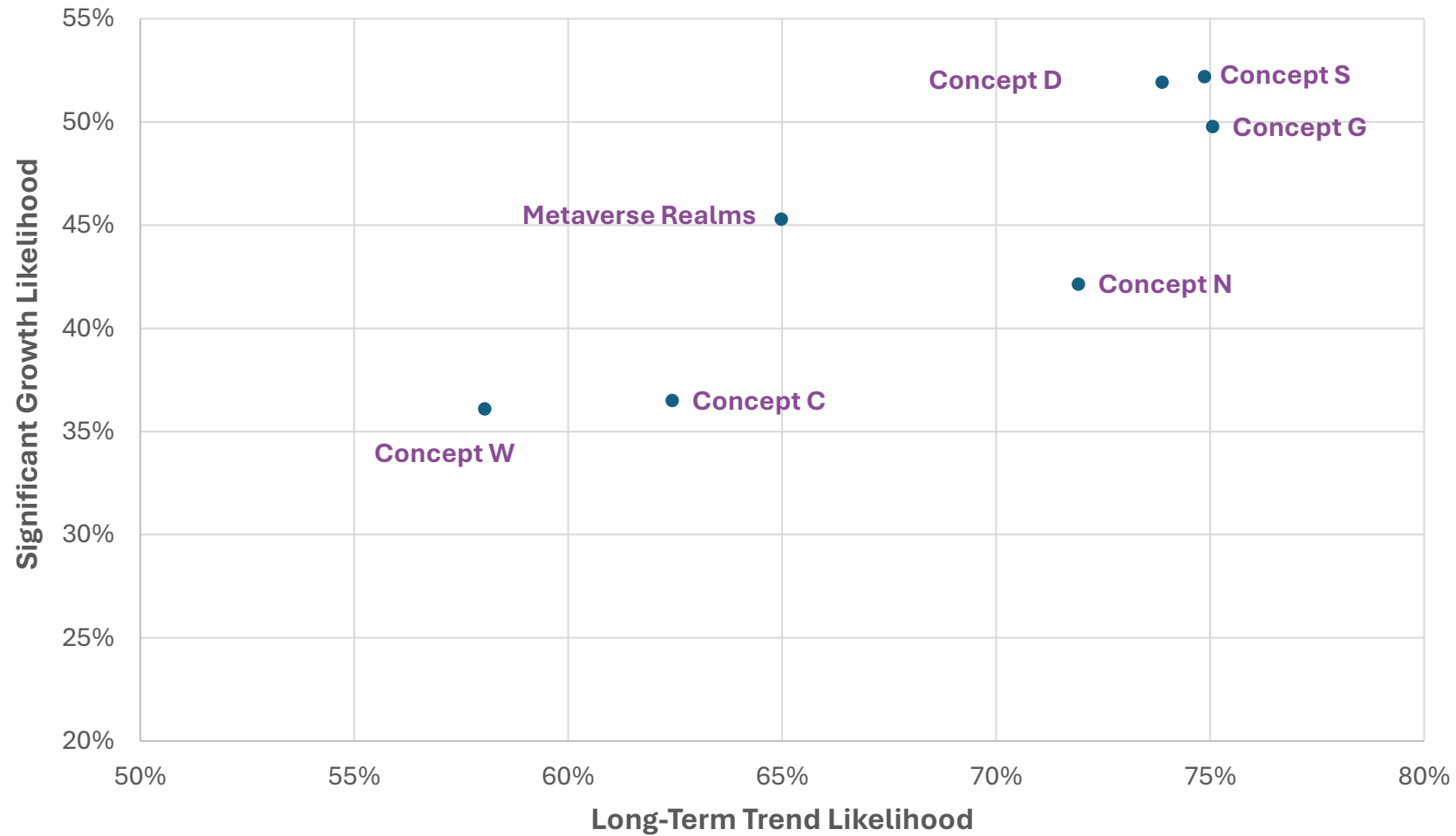
Q: Overall, will this fragrance collection be more likely to be a short-term fad or a longer-term consumer desire in fragrance products for the home?

Long-term, seasonal interest is the most likely outcome



Q: Overall, will this fragrance collection be more likely to be a short-term fad or a longer-term consumer desire in fragrance products for the home?

Growth and sustainability



03- Winning in the Right Categories

Q. Over the next 3 years, which type(s) of home care products listed below will be the most likely to offer new scents and fragrances that include [fragrance collection]?

	Concept S	Concept D	Concept G	Metaverse Realms	Concept N	Concept C	Concept W
Candles							
xxxxxxxxxxx							
Wax melts							
xxxxxxxxxxx							
xxxxxxxxxxx							
xxxxxxxxxxx							
xxxxxxxxxxx							
xxxxxxxxxxx							
Surface cleaners							
xxxxxxxxxxx							



04 – Optimizing Concept Appeal by Consumer Segment

Q. Over the next 3 years, which consumer group below will have the biggest impact on the growth of [fragrance collection] in household fragrance products?

	Concept S	Concept D	Concept G	Metaverse Realms	Concept N	Concept C	Concept W
Males 12-17 years old							
Males 18-27 years old							
Males 28-43 years old							
Males 44-59 years old							
Males 60+ years old							
Females 12-17 years old							
Females 18-27 years old							
Females 28-43 years old							
Females 44-59 years old							
Females 60+ years old							



Sniff, Click, Success!

How the Metaverse gave Symrise a nose for innovation

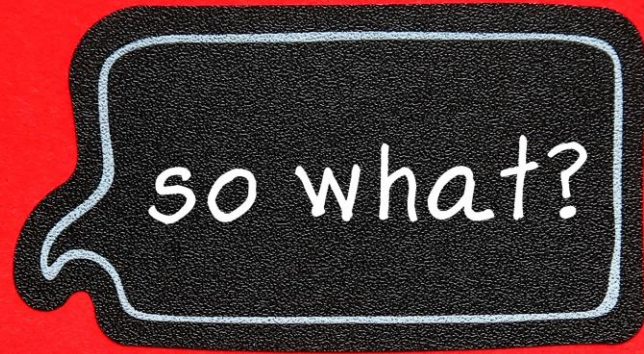


Most **unique** fragrance collection for both creators and consumers

Appeal towards **Millennials**, with a slight edge to **males** than females.

agreement of **year-round interest**.

While the trend is expected to **grow significantly**, both creators and consumers agree that this is likely more of a **niche opportunity**.



It is possible to get to robust indicators of future trends

Content creators allow brands to put their finger directly on the pulse of what is happening in their category, what trends are persisting, emerging or receding.

Prediction markets evaluate trends with target consumers and brings a high degree of accuracy (90%) in forecasting outcomes, validated by years of in-market product performance data.

Providing the “what” and the “why” to inform further development.



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