



isi

SENSORY.
MARKETING.
RESEARCH.

Add sense to
your products





isi – your partner in
Sensory Market **ing Research**

Fascinating product experiences for all the senses

We love fascinating sensual experiences

And we love helping you make your products even more fascinating. Taste, smell, sight, touch, and hearing are the five highways to experience.

Let's make sure they all lead in the same direction.

Better recipes, more attractive product design.

We support you in creating delicious recipes and fantastic formulations

And we help you to develop the best product designs. Delighting the consumers and in line with your brand positioning.

Transform consumer needs into product attributes

We look at your products like consumers...

but we translate their needs into the language of product development, R&D, and industrial design. At the core of our work is decoding the secret relationship between controllable product parameters and the associations consumers have with those parameters.

6 modern **sensory labs**

20 **descriptive panels** with more than **1,500 sessions** p.a.

Constantly **growing** since 1995

Unique sensory marketing tools

In-house **software development**

hi, we're isi...

70% projects with **international scope**

Passionate, highly motivated, cross-functional team

More than **300 consumer projects** p.a.

Strong network of **excellent partners**



Excellence meets

Innovation

Methodological expertise

We have the right tools to support your decisions

Built on years of practical experience with clients, they are based on our extensive knowledge of consumer behavior, qualitative and quantitative research methods, test procedures and advanced statistics.

Highest quality standards

We care for the details

All project steps are executed in-house by the isi project core team (*conception, questionnaire scripting, test preparation, analysis, reporting & deduction of insights*).

Best practices and quality certificates for field partners ensure optimal procedures.

Permanent innovation

We are restless

Every day we strive to develop new methods and improve existing ones.

Continuous basic research and close cooperation with universities are important pillars of our success.

isi SensoryLabs

We currently operate 6 proprietary sensory labs

They have been constructed according to the highest standards, and ensure optimal conditions for our descriptive panels and consumer tests.

We will expand our lab capacity quickly in response to additional growth requirements...



Ideal test conditions for your products

Worldwide network of competent partners

We offer the best possible test conditions in each country.



Our partner network enables us to run studies from Egypt through Brazil to China. All partners comply with our quality standards and work according to isi BestPractices.





Ultra-modern

data collection

State-of-the-art online questionnaires

We are experts in online research

99% of the quantitative tests we run are based on modern online questionnaires. Integrating multimedia stimuli, innovative question types such as *isi* Implicit Testing or surveytainment components adds significant value to your studies.

Fully online-based *isi* HomeUse Testing

We have moved home-use testing into the online world

Key advantages: Lower cost, richer questionnaire options and better fieldwork control. Also, online tracking systems used during shipment mean we always know where the parcels are and when they arrive.

isi Mobile Research

We offer mobile solutions for in-the-moment data collection

Measuring sensory performance right in the very moment of exposure is becoming more and more important. Data collection via smartphone or tablet increases respondent flexibility and results in higher data quality.

One of the world's leading suppliers of Descriptive Analysis

We run your sensory expert panels – flexibly,
cost efficiently, and to the highest standards

Currently, we run 18 client-exclusive sensory
expert panels – an impressive testimony to the trust
our clients place in our expertise. We deliver accurate
sensory profiles... and consult you in internal
transition processes.

Descriptive Analysis –

a strategic asset

High flexibility through isi AllroundPanels

We also offer small and flexible solutions

Not every client needs an exclusive sensory expert panel
all year long. Our isi AllroundPanels are carefully selected,
well-trained and available for single projects in different
categories.





Advanced statistics

From Design of Experiments to multivariate modelling

We are experts in advanced statistics

The models we develop and apply are powerful tools for systematic product optimization.

Drivers of Liking (*DoL*), Drivers of Benefits (*DoB*), Benefit Mapping, and also conjoint studies all make up our daily work at isi.

Comprehensible & aesthetic visualization

We put ourselves in your shoes

Tons of data and pages full of tables are difficult to digest. We support your decisions by identifying the key insights and visualizing them in a user-friendly way.

Our 'Benefit Maps', the 'isi MotiveWheel' and our 'Sensory Target Zones' are highly appreciated by our clients and have become an integral part of their work.

Let's get in touch

Just give us a call or send us an email:
kontakt@isi-goettingen.de

We love talking.

If you'd like to learn more about isi
or discuss your research needs with
us, please contact us at any time.

We're happy
to visit you

We love travelling.

If you and your team are interested,
let's make an appointment
and we can discuss everything
face to face.

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