**Givaudan Fragrance Europe Trainee Topic**

**What is a “coup de Coeur” product (Hook)?**

**Project Context**

Through the strong increase in competitiveness on the shelves, our customers would like to provide unique product experiences which would guarantee consumer Loyalty in the long term. In today’s context it is not anymore about pleasing the consumers but ir is about “delighting” them. However, today’s market is very tight in terms of uniqueness; all products are good and a lot of them already present very high positive scores in consumer studies. Are all those products really at parity when it comes to a real buying action? Is there something in the consumer sub-conscious which might push him to buy one specific product even if they present the same liking score in a consumer test context? Could this something be linked to a “coup de Coeur”? And if so what is a “coup de Coeur” and how to measure it?

**Objectives**

The student will help Givaudan looking into different hypothesis of what “coup de Coeur” products and “delighting” consumers means. He will need to investigate definitions and define way to measure it in order to drive better product selection through the development process and potentially at the final validation step

The student will have to

1. Conduct literature research to review the existing knowledge as well as look into the current Givaudan ways of working

2. Define, scope and run Consumer evaluations

3. Develop new methodology looking into different ways of presenting products, asking questions, rating answers (… and all other parameters of interest)

4. Identify and Coordinate external collaboration as needed with scientific consultant

5. Communicate findings to the whole team

The student will work together with the other members of the Consumer Market Insight team as well as Evaluators, Perfumers & Marketing as needed.

**Candidate Profile**

Technical skills: Knowledge in consumer research & methodologies. Good knowledge in statistical tools (theory and software). Fluency in English is a plus.

Personal skills: autonomy, initiative, enthusiastic, meticulous, team working attitude, good communication skills.

**Contact Details**

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