



## Uncovering prospective thinking and applying insight to clean label product development

Prospective Thinking Research

Product Innovation

Behavioral Insights

**IFF**

**PlayFULL**  
Insights

### The Need

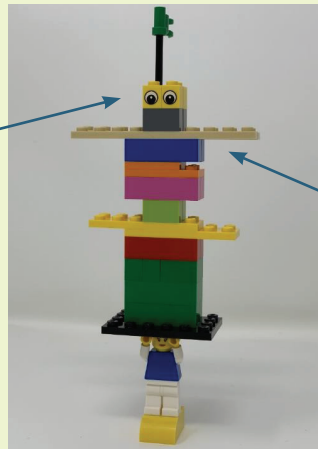
International Flavors & Fragrances (IFF)—a leading innovator of scents and tastes for fine fragrances and beauty, detergent, household goods, foods, and beverages—partnered with InsightsNow to further understand what the future of the Clean Eating Movement holds for their clients.

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## The Process

Participants from IFF and consumers in their target demographic participated in an InsightsNow-led co-creation session using PlayFULL Insights® (PFI) at IFF corporate offices. Two facilitators led two PlayFULL Insights sessions with 10-12 total participants made up of 5-6 consumers and 5-6 IFF team members. Each lasted 2.5 hours and used this “hands-on” method to building of 3-D models using metaphorical thinking while incorporating authentic storytelling and deliberate reflection.

*“The eyes represent the future generations looking back in admiration saying, “these were the people that changed, and started the movement towards a healthier lifestyle of eating.”*



*“The hands represent us holding the generations—when the future generations look back, they can go to the year 2000 whatever, and think those were the people that really did something. Something changed and they held the rest of us up on their shoulders.”*

## The Learnings

Because the PlayFULL Insights approach allows participants to share inner, subconscious truths, the study was able to deliver comprehensive and insightful answers to IFF’s research questions regarding Clean Eating trends. As shown in the above build, the participants believe the health of future generations is a key corporate responsibility.

## The Outcome

Consumers were able to envision and articulate their thoughts on the future of clean eating and share their aspirational hopes and desires for that future. IFF took the new insights into their efforts to accelerate IFF Taste Design™ for the future, their approach that translates scientific breakthroughs into enriching sensorial experiences.

Find out how your next project can benefit from applying PlayFULL Insight to uncover prop, contact us: