

FRAGRANCE 2009

ESOMAR WORLD RESEARCH CONFERENCE
CANNES / 22 - 24 JUNE

THE TRENDS MISTRAL



ADVANCE PROGRAMME

WORLD

ESOMAR

RESEARCH

FRAGRANCE 2009

Now in its 7th year, the ESOMAR Fragrance conference has matured into one of the stand-out international gatherings for scent specialists, distributors, research and marketing specialists. The world of fragrance has evolved with new players changing the face of the industry influencing perceptions and consumer behavior.

Featuring never been seen case studies, the THE TRENDS MISTRAL spots and sets trends with a particular focus of their impact on brands. The Programme brings together presentations, panels and workshops to explore how market research can lead the industry to new places.



PROGRAMME COMMITTEE

David Cousino (Committee Chair)
Consumer & Market Insight, Global
Category Director Unilever, UK

Tom De Block
Consumer Understanding Manager
Givaudan, Netherlands

Pascale Elmalan
Marketing & Market Research
Director, Takasago, France

David W. Ingersoll
President, Strategic MindThink, USA

Alex Moskvin
Owner, Emotional Brand Design
Consultancy, USA

VENUE

Pullman Cannes-Mandelieu
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Preferential room rates are available to conference delegates. For reservations please use the hotel reservation form on our website.

ESOMAR offers sponsorship and company presentation packages at the Fragrance 2009 Conference. Investing in these commercial opportunities can offer your company the exposure necessary for ensuring a successful networking experience and achieving maximum benefit from this event. To find out more please contact Daniel Migchels at business@esomar.org or +31 20 664 2141

Partners



WORKSHOP

Monday 22 June

Workshop 09.00 – 17.00
Welcome reception 19.00 – 20.00

CONNECTING RESEARCH AND CREATIVE TALENT (NEW)

Understanding how research and creative industries can avoid the “lost in translation” syndrome

When research and creative industries collaborate they deliver exciting results and real business success. Working together effectively however can prove challenging. Using best practice case studies from world class brands in the areas of luxury goods, advertising and design industries, this workshop will lay the foundation for creative and research professionals to work in synergy.

Intermediate Level

Workshop Leaders:

Marco Bevolo, *Independent Author, formerly Director, Philips Design*
Simon Wilson, *Director, The Hasley Group, UK*

CONFERENCE

Tuesday 23 June

Conference day one 09.00 – 17.30
Networking drinks

KEYNOTE

Christophe Laudamiel

Co- CEO Aeosphere & Chief Perfumer, USA

“The enfant terrible of contemporary perfumery” shares his innovative vision from the creation of fine fragrances to scenting rooms at the World Economic Forum in Davos.

THE FRAGRANCE TRENDS SPECTRUM

Consum-authors

Setting the new target scenario in the world of fragrance
Tiziana Traldi, Future Concept Lab, Italy

Fragrance 2.0

Trends and key insights generated from the social web
Lauranie Nonotte & Anthony Hamelle, linkfluence, France • Julien Lévy, osMoz.com c/o Firmenich, France

Are women under stress?

The benefits of fragranced cosmetics products
Anne Abriat, L’Oreal Luxury Products Division, France

THE TRENDS TWISTER

An interactive panel discussing key trends in the Fragrance Industry.

FRAGRANCE NEW MARKETS

Developing fragrances for developing markets

Strategy and case studies
Emmanuelle Costantino, Thomas Inglesant & Maurizio Volpi, Givaudan, France

The fragrance cocktail

A cross-cultural multi brand study
Frédéric Miedzinski, Open-Air, France

CONFERENCE

FRAGRANCE FRONTIERS

An interactive panel discussing emerging markets and new horizons for the Fragrance Industry

THE BIG DEBATE

What perfumers want, what clients really want?

A round table moderated by:

David Ingersoll, President, Strategic MindThink, USA

Participants:

David Cousino – Consumer & Market Insight, Global Category Director, Unilever, UK • Christophe Laudamiel, Co-CEO & Chief Perfumer, Aeosphere, USA • Tanja Lindermeier, Director Advanced Technologies of Consumer & Personal Products Worldwide, Division of Johnson & Johnson, USA • Barbara Preyssa, Global Vice President, ANALYSIS Scent International, Switzerland

Wednesday 24 June

Conference day two 09.00 – 17.30
Farewell drinks

KEYNOTE

Francis Kurkdjian & Marc Chaya

Francis Kurkdjian is one of the most famous perfumers worldwide creator of fragrances for Jean Paul Gaultier, Armani, Guerlain, Dior, Versace, among many other luxury brands; together with Marc Chaya, CEO of Maison Kurkdjian and former Ernst & Young Partner, will share the secrets behind building a luxury fragrance house in the current market environment.

FRAGRANCE AND THE RETAIL INDUSTRY

Sensory mini-workshop

Scent as rich communicator for brand identity

Case studies and sensory workshop

Tanja Deurloo, Annindriya, Netherlands

There is no retail like travel retail

“Retailtainment” in fragrance

Jérôme Goldberg, JG Research, France

Magical mystery tour

Fragrance from pheromones to Alzheimer

Luigi Toiati, Focus, Italy

Putting fragrance in perspective

The case of the hotels

Rieko Shofu, Hakuhodo, Japan

Marco Bevolo, independent author,

Netherlands • David Moskowitz & Howard

Moskowitz, Moskowitz Jacobs, USA

FRAGRANCE INSIGHTS: THE ROLE OF RESEARCH

The sweet smell of success

Optimizing brand building development

Vivien Wilton-Middlemass, McCallum

Layton, UK

Fragrance innovation

Understanding consumers perception of fragrances

Lise Dreyfuss, Sylvie Danilo & Claire

Garrel, Adriant, France

Chemistry of seduction

A journey in women’s erotic

perceptions and wordings

Adeline Attia, Allegoria Consultants, France

Fragrance co-creation

The AXE case study

Andrew Needham, Face, UK

CLOSING SPEAKER

“Sensetter”

Design for senses

Thierry Lageat, Director- EUROSYN &

Multi-Sensory Marketing Expert, France

REGISTRATION

	CONFERENCE		WORKSHOPS	
PAYMENT	ESOMAR Members*	Non-Members	ESOMAR Members*	Non-Members
Until 8 May '09	€1110	€1480	€630	€810
9 May - 5 Jun '09	€1295	€1665	€720	€900
After 6 Jun '09	€1480	€1850	€720	€900

*ESOMAR membership is on an individual basis only.

CANCELLATION If you are unable to attend, a substitute may attend in your place. Please note, however, that the status of the replacement delegate (member/non-member) may affect the original fee charged. Cancellations must be received by ESOMAR in writing. The following charges will apply irrespective of whether the registration fees have been paid or not:

	CONFERENCE	WORKSHOP
Until 8 May '09	No charge. Full refund given	
9 May - 5 Jun '09	Cancellation charge €400	Cancellation charge €200

- The workshop is designed to compliment the programme of the Fragrance conference, but can also be attended independently.
- If 5 colleagues or more from your company wish to attend this event or workshop, you can contact customerservice@esomar.org for special group bookings.
- The conference and workshop registration form is available online at www.esomar.org.
- If you are unable to register online, please email customerservice@esomar.org or phone +31 20 5897 800 between 09:00 and 18:00 (CET) and we will be happy to arrange your registration for you.

MEMBERSHIP

With 5,000 members in over 100 countries, our membership brings together professionals in market and opinion research, marketing, advertising and media all over the world. Please contact our customer service team by email customerservice@esomar.org or phone +31 20 5897 800 to find out more about membership benefits. Or visit www.esomar.org.

ESOMAR reserves the right to alter or cancel without prior notice, any of the arrangements relating directly or indirectly to the event, for any circumstances beyond ESOMAR's reasonable control. ESOMAR will not accept liability for any losses and/or damage participants may suffer on account of alteration or cancellation. Participants and accompanying persons are advised to arrange travel and health insurance.

www.esomar.org

REGISTER ONLINE NOW

ESOMAR is the world organisation for enabling better research into markets, consumers and societies.

With 5000 members in over 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

To facilitate this ongoing dialogue, ESOMAR creates and manages a comprehensive programme of industry-specific and thematic events, publications and communications, as well as actively advocating self-regulation and the worldwide code of practice.