

Contents for Inspirational Event on the Subject of Developing and Marketing of Products to Match the Preferences of Target Consumers

1. Opening

The holistic consumption experience – how does the consumer experience consumption, and what affects his/her experience?

2. The Technological – Scientific Aspect: How do consumers perceive the products and the purchasing experience? Scientific testimonies related to the development of consumer preferences.

3. The Marketing Aspect

- **Product range**: a tour of the shelves of food stores around the world, and a detailed look at products aimed at specific consumers to match their preferences.
- **Marketing activities**: campaign ideas from around the world which revolve around the consumption experience of consumers. Includes analysis of successful marketing activities, as well as failures.
- **Examples of unique ways of targeting consumer preferences at point of sale.**
- **Innovations in consumer preference research**: What are the factors influencing consumer reactions in preference surveys, and how can they be controlled to induce more precise reactions?

4. Experience and guided thinking: in the last part of the gathering, under the guidance of Yael Hacoheh, a facilitator and group leader, the participants used their heads (and the rest of their bodies) in an attempt to think slightly differently, and to use the information that they had heard during the event, applying it to the company's activities. The participants were instructed to look through the prism of the consumer, and to design specific products that would appeal to them, using inspiration from the products and ideas that they were exposed to during the gathering.

Throughout the gathering the participants took an active role in the demonstrations of ideas and products: they tasted, smelled, listened, thought and deliberated as if they were real consumers.