



KNOWLEDGE FRAGRANCES - MIRIAD 2.0™

Miriad 2.0™ is the portal into Givaudan's extensive portfolio of consumer understanding tools and winner of the Fragrance Foundations's FiFi® Technological Breakthrough of the Year award for Fragrance Creation and Formulation 2010.



The "FiFi" awards are the annual Oscars of the fragrance world, honouring the fragrance industry's creative achievements. This award for Miriad 2.0™ is an acknowledgement of Givaudan's ability to bring the consumer voice into every phase of fragrance creation.

Launched in 2009, Miriad 2.0™ uses Motion Analytics to unveil a stunning array of market history, current trends and olfactive preferences. Bridging the communication gap between consumer and perfumer, Miriad 2.0™ is designed to meet modern marketing challenges and brings a new level of consumer understanding to fragrance creation for all product categories.

Olfactive insights emerge from a variety of tools, including BlogTrek - an on-line tool that tracks the daily buzz between 'early adopters' and passionate perfume users. Meanwhile, Anthropologist's Nose compiles the usage, habits, motives and cultural factors of consumers in developing markets. And Perfume Pulse, the revolutionary raw material research tool, has an extended portfolio and geographic scope that includes China, India, Brazil and Mexico, as well as France and the USA.

These tools harness the dual power of the increasing influence of the energetic web exchanges between techno-savvy consumers and the industry focus on consumers in developing markets. The art of Miriad 2.0™ is its ability to digest this Internet chatter and interpret fragrance-specific consumer insights, bringing them to the finger-tips of creation teams and their clients worldwide.

In fact, all facets of the creative process combine in Miriad 2.0™ to shape the artistry of Givaudan's approach: testing of raw materials to shape new design frontiers, olfactive preferences, consumer associations with odour, market histories and conceptual positioning of brands.

Miriad 2.0™ provides the perfect vantage point from which to observe and explore new fragrance horizons.