

KEYNOTE SPEAKER:

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**Charles Spence** (Professor at Oxford University, United Kingdom)

## Multisensory Packaging: A Cognitive Neuroscience Perspective



The last few years have seen the rapid development of a range of novel packaging technologies that are currently enabling many companies to engage in radical innovation in terms of the multisensory packaging of their products. But just what multisensory attributes should one's packaging have?

In this talk, I will highlight some of the most important recent developments in multisensory packaging design and innovation. A number of the most exciting recent examples of packaging highlighting the importance of the sight, sound, feel, smell, and, in some cases, even the taste/flavour of a product's packaging will be discussed. The latest research demonstrates how, at its very best, multisensory packaging can significantly enhance a consumer's multisensory product experience. I will introduce several case studies in order to illustrate how the latest insights from the fields of experimental psychology and cognitive neuroscience are now starting to provide insights concerning the design of novel multisensory packaging; Packaging that is starting to stimulate the consumer's senses more effectively and make the products more memorable and enjoyable.

**Professor Charles Spence is an award winning and prominent scholar in experimental psychology. He is the head of the Crossmodal Research Laboratory at the Department of Experimental Psychology, Oxford University. Professor Spence is also a Sensory Marketer and has acted as a consultant for a number of multinational companies.**

**LOHASPAC SEMINAR: AISTIKAS PAKKAUS**  
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