

New Members from Europe and the Middle East: The European Sensory Network welcomes ROGIL and ANALYST

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January, 2008: The European Sensory Network (ESN), an international association of experts in the fields of sensory and consumer research, has accepted two new members into its ranks. The firms of ROGIL (situated in Heverlee, Belgium) and ANALYST (from Hamam St. Rehovot, Israel) have passed the admission requirements with flying colours: their sensory and consumer research methods and methodology was shown to be of the highest quality.

The two companies presented themselves at the latest European Sensory Network meeting in Dijon, France where they gave a synopsis of their work methods to sensory experts from 18 countries. Earlier in the year, they had been visited by ESN delegates who thoroughly examined the potential partners' research methods and methodology.

ANALYST was founded 30 years ago, and is now a market leader in Israel. The company faces the challenge of working in a country with an extraordinary cultural mix within its population. This includes Jews, Christians, and Muslims ranging from the ultra-orthodox to the non-secular. There is also a continuous flow of new immigrants (e.g. Russian) into Israel. Such a cultural kaleidoscope exhibits a wide spectrum of consumer needs and habits. ANALYST also specializes in research on children and teens, using tools that are specifically adapted to the different age groups. In cooperation with Kitchen Connect, ANALYST regularly conducts culinary focus groups in kitchen stations in which trial users can be observed and questioned in real time.

The company was represented by Keren Corley, Vice President of Research, and Ronit Davidovitch, Vice President of Business Development. ESN welcomes ANALYST as a new Non-European associate ESN member.

ROGIL not only relies on state-of-the-art equipment for in-house sensory testing; it also uses mobile testing busses. The busses can be taken anywhere in the country, and allow for high level hands-on field research. Another method ROGIL has expertise in using is tachistoscopic measurement and eye movement tracking. This is a tool used to assess eye movement behavior in order to enhance the efficiency of packaging, print advertisements, and websites. The company cooperates with the Faculty of Economics at the Catholic University of Leuven for method development and innovation.

ROGIL's Managing Director Ludovic Depoortere said that the company was motivated to become an ESN member because, "With our involvement in ESOMAR, we had an outlet for discussing marketing problems and solutions. We felt that we did not have the same sort of opportunity to exchange our views on sensory and R&D questions, and we hoped to fill this gap by

joining the ESN.“

With the admission of the new Belgian partner, the ESN is happy to see that the European map is now almost complete. ESN welcomes ROGIL as a new regular member of the network.

EUROPEAN SENSORY NETWORK (ESN)

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The European Sensory Network (ESN) is an international association of leading academic and research institutions in the fields of sensory and consumer sciences. The network is presently comprised of 23 member organizations from 20 countries. ESN members share their knowledge and expertise as they work towards standardizing methodologies.

[You can find this press release here](#)