

XINXIANG · SAMPLE REPORT

Fragrance Trial Feedback Report

Light Woody Lime

Consumer fragrance feedback and recommended actions

1,000

initial samples distributed
(excluding replacements)

120

valid written responses

Example period: D1-D23 (relative project days)

Scope: trial feedback, respondent profiles and usage occasions



Illustration

01 · EXECUTIVE SUMMARY

Light Woody Lime

Freshness leads the feedback. Changes in intensity are the first priority to test.

01 Freshness is the most frequent theme

54 of 120 valid responses mention freshness (45%). Of these, 36 describe a light, non-cloying scent and 18 refer to the citrus opening.

02 “Too light” reflects two different needs

38 responses mention a faint scent or short longevity: 22 like the opening but say it fades quickly, 11 want greater intensity, and 5 describe other concerns.

At a glance

120

valid written responses

1,000

initial samples distributed

Findings, experience analysis and priority actions form the full report.

Recommendation: lead with lightness and freshness. In the next trial, track how the fragrance changes over time.

Theme base: 120 valid written responses. Each response may mention several themes.

02 · CAMPAIGN OVERVIEW

Distribution and feedback at a glance

1,000

initial samples distributed
Sample unit: 1 vial per distribution

120

valid written responses
1 per person, fragrance and campaign

Initial participants / parcels	1,000 of each; 1 vial and 1 parcel per person.
Replacement shipments	20 parcels / 20 vials, recorded separately. No increase in participant count.
Feedback cleaning	138 raw responses - 18 excluded = 120 valid.

Collection timeline

1 · Shipping, D1-D5

Reconcile initial and replacement shipment logs; record actual dispatch dates.

2 · Feedback, D6-D20

Collect written trial feedback for this fragrance. Cutoff: D20, 23:59 (UTC+8).

3 · Cleaning, D21-D23

Exclude 8 discussion posts / replies, 6 duplicates and 4 responses without trial content. Review and finalize.

For the brand: distinguish distribution reach from the analysis sample. Feedback is frozen at the D20 cutoff.

03 · RESPONDENT PROFILE

Who provided the feedback?

Profile of the 120 valid respondents, with known and missing data shown separately for each field.

Self-reported gender



102 / 120 known

Women: 66 · Men: 30 · Other: 6
Missing: 18 (15%)

Age group



72 / 120 known

18-24: 20 · 25-34: 36
35 and over: 16
Missing: 48 (40%)

Region of China



90 / 120 known

East: 40 · South: 28
North: 12 · Other regions: 10
Missing: 30 (25%)

Evidence

Women account for 66 of 102 known gender responses. Age has the most missing data: only 72 respondents provided it.

What this means for the brand

Understand whose experiences are represented, and use this to plan recruitment and group comparisons for the next trial.

04 · SCENT EXPERIENCE

How participants describe the fragrance

Theme mentions and mention rates · Base: 120 valid written responses



Percentages are rounded to whole numbers. Responses may mention multiple themes, so percentages can total more than 100%.
Scope: valid written feedback for this campaign, fragrance and collection window. One analysis record per person and fragrance.

Sample excerpts

“The opening is really clean. It never feels cloying on my commute.”

“It smells nice at first, but gets weaker after a while.”

“The woody note is softer than I expected.”

Analysis: freshness and soft woods suggest messaging directions. Changes in intensity and reports of harshness need follow-up in the next trial.

05 · APPEAL AND BARRIERS

“Light” does not always mean the same thing

What people like about “fresh”

Group base: 54 responses mentioning freshness

Light and non-cloying	36 · 67%
Citrus opening	18 · 33%

“Light and non-cloying” is a potential messaging direction to test.

Barriers: faint scent / short longevity

Group base: 38 relevant responses

Liked opening, but fades quickly	22 · 58%
Want a stronger scent	11 · 29%
Other descriptions	5 · 13%

Separate “fades quickly” from “I want a stronger scent” before deciding what to change.

Next trial: when does the fragrance start to fade? At the same application amount, is the change in intensity still noticeable?

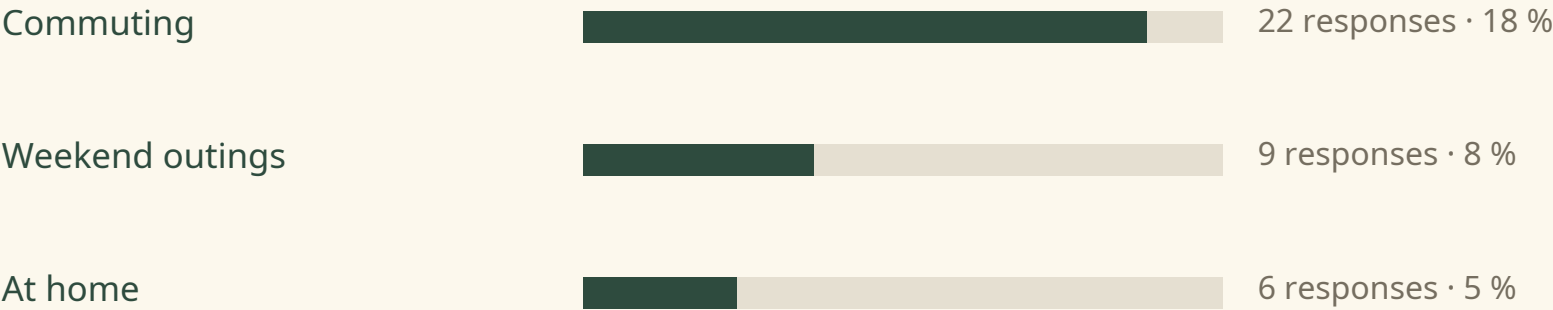
Group bases: 54 = 36 + 18; 38 = 22 + 11 + 5. Subcategories are mutually exclusive within each group; groups may overlap.

06 · USAGE OCCASIONS

Commuting is the most-mentioned occasion

34 / 120

responses spontaneously mention an occasion.
The other 86 do not specify one (72%).



Bars show mention counts on a 0-25 scale. All percentages use 120 responses as the denominator.

Multiple occasions per response are possible: 22 + 9 + 6 = 37 mentions from 34 responses. 86 responses mention no occasion.

Treat commuting as a lead

Commuting is the most frequently volunteered occasion in this example and is worth testing in the next round of content.

Content direction

Explore a light summer fragrance for commuting, while recording the season and weather.

Add an optional follow-up question: “On what occasion did you wear this fragrance?”

07 · MARKETING INSIGHTS

Turn experience into messaging

01 · EXPERIENCE

Light and fresh

Evidence: 54 responses mention freshness, including 36 describing a light, non-cloying scent.

“A little fresher. A little lighter.”

Suggested wording to test

Keep the language close to experience

Emphasize lightness, freshness and soft woods, staying faithful to the feedback.

02 · SCENT

Soft woody notes

Evidence: 41 responses mention soft woody notes, offering a direction for scent descriptions.

“The gentle warmth of woods, drawing closer.”

Suggested wording to test

Compare messaging in the next trial

Use the same fragrance and information, vary the wording, record understanding, then compare content performance.

03 · OCCASION

A light scent for the commute

Evidence: 22 responses spontaneously mention commuting, suggesting a content setting to explore.

“Bring a little lightness to your daily commute.”

Suggested wording to test

08 · PRODUCT RECOMMENDATIONS

What to validate next, in priority order

Priority	Evidence	Suggested action	How to validate
High	22 responses report that intensity fades quickly.	Track intensity over time; distinguish usage conditions from product experience.	Use the same batch, amount and application area. Record perceived intensity at several time points, along with environmental conditions.
High	36 responses describe a light, non-cloying scent.	Test “light and fresh” as a product description.	Observe how participants interpret the description, then compare expectations with their actual experience.
Medium	11 want more intensity; 9 find the scent harsh.	Ask about application amount and occasion; preserve differing preferences.	Randomly assign versions and control usage conditions. Compare experiences among people with different intensity expectations.
Explore	Purchase consideration remains untested.	Show the actual size and price, then invite one voluntary response.	Options: “would consider / unsure / not now / skip.” Keep this separate from sample eligibility and incentives. Report the response count separately.

Verify differences in experience first, then decide whether to refine copy, clarify usage instructions or run another product trial.

09 · METHODOLOGY

From fragrance trial to analysis

How the data is prepared

Sample source	Selected volunteers recruited through public channels and owned communities to try one fragrance.
Time window	Shipping: D1-D5. Collection: D6-D20; frozen at D20, 23:59 (UTC+8). D denotes the relative project day.
Valid feedback	Written trial experiences linked to this campaign, fragrance and participant. Exclude discussion posts, replies, duplicates and text without trial content.
Theme coding	Multiple themes allowed; each theme counted once per response. Subcategories are mutually exclusive by primary meaning, checked against the original wording.
Calculations	Main denominator: 120. Local denominators for subcategories and missing data are specified. Percentages are rounded to whole numbers.

Sample limitation: volunteers who submitted trial feedback. This sample is not representative of consumers across China.

Delivery and application

1 · Findings and recommendations

A PDF report based on campaign records and written feedback, followed by a discussion of key findings and recommended actions.

2 · De-identified presentation

Aggregated data and de-identified excerpts make the experience clear while protecting participant information.

3 · Support the next decision

These respondents' experiences inform product descriptions, content directions and the next fragrance trial.