

Honoring Home and Personal Care Fragrance

The 2011 Unilever Fragrance Awards recognize the role of scent in successful brands

“Unilever is focusing on fragrance because we recognize its power to contribute to our business growth,” noted an official 2011 fragrance award announcement issued by Michael Polk, Unilever’s president, global foods, home and personal care, and Geneviève Berger, chief R&D officer. “The Unilever Fragrance Awards celebrate ... great work in driving fragrance excellence.”

Unilever encompasses some 400 brands—including Dove, Omo, Surf, Suave, Lux and Axe—spanning 14 categories of home, personal and oral care, and food products sold in more than 200 countries. The range of fragrances and applications is expansive. In honor of the diverse work of its fragrance partners around the world, Unilever is honoring contributions in six scent categories, in addition to two categories encompassing best practices. Winners will be feted during a ceremony on May 18 at Unilever’s Blackfriars London headquarters.

“It’s about taking the time to stop and smell the roses,” says Marcella Bartoletti, Unilever’s fragrance director. “Some big things have been launched on the market, which are making an extremely good impact. This is about making sure that everybody in the business around the globe has an understanding of what we are driving towards and what the extraordinary results are about.” Otherwise, she says, “Some of the great results might be lost because they happened on the other side of the world.”

This year’s honorees represent projects launched between November 2008 and the end of 2010, excepting nominees for the Best Iconic Signature Fragrance, which is timeless. The 2011 best fragrance award categories are:

- Best Fragrance Creation
- Best Fragrance Contribution to Competitive Preference*
- Most Innovative Fragrance
- Best Fragrance Technology
- Best Fragrance Simplification
- Best Iconic Signature Fragrance

Categories recognizing best practices are:

- Best Partnership Relationship Initiative
- Best Unilever Reputational Adherence

*This category, added this year, “recognizes those fragrances that have most clearly demonstrated their contribution to product superiority and winning over competitors.”



Read more about Unilever’s fragrance strategy and insights in “Unilever and Fragrance: Emotion and Function,” *P&F* magazine, April 2010, p 38; www.perfumerflavorist.com.

The judging panel, comprising internal staff and independent perfumers, will take every aspect of a fragrance into consideration, including impact on brand growth and market share and “olfactive reality,” says Bartoletti. Independent perfumer judges have extensive experience in home and personal care categories, as well as fine fragrance, and “expertise in what it takes to create winning home and personal care olfactive signatures that meet specific customer preference profiles regionally and globally, cue the product’s functional benefits, and overcome the technical challenges raised by varying bases.” Judges will have access to samples of nominated scented products so they can be assessed in a real-world context, Bartoletti notes. The ultimate vote on a narrowed field of finalists will be conducted by key Unilever staff.

The perfumers taking part in the judging are:


- Philip Hausel
- Bernfried Warnecke
- Annie Van As
- Jean Spaeth
- Laura Tonatto

Bartoletti notes that while fine fragrance perfumers have their work recognized at ceremonies such as the

Fragrance Foundation's FiFi's, there is no equivalent celebration in consumer product categories. "Delivering a fantastic fragrance for Axe or Dove—given the size and the volume and the global scope of a company like Unilever—ultimately should make the [responsible] perfumer and the whole team proud. It is a major achievement: they face different challenges, like maintaining product stability and masking any smell in the base, while always ensuring a perfect fit with the brand and other product characteristics. The level of creation is extraordinary, and the ultimate goal is always to be loved by consumers."

Bartoletti adds, "Taking the time to give recognition also helps to get people inspired for the next exercise encouraging them to keep aiming higher and higher. That's something we need with fragrance creation, a process that is so emotionally based."

Look for exclusive photos and coverage of the event and winners in the August edition of Perfumer & Flavorist magazine; www.perfumerflavorist.com.

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Events

More events posted at www.perfumerflavorist.com/events. Filter events by topic and region; submit event announcements; access exclusive event coverage and photo albums.

April 3–6—**American Spice Trade Association (ASTA) Annual Meeting and Exhibits**; Scottsdale, Arizona; contact: American Spice Trade Association; tel: 1-202-367-1127; info@astaspice.org; www.astaspice.org

April 6—**IFRA North America Spring Dinner**; Westmount Country Club; www.ifrana.org

April 7—**NAFFS Technical Meeting**; Newark, New Jersey; www.naffs.org

April 7—**WFFC UK Symposium**; London; www.wffcuk.co.uk

April 8—**FiFi Finalists Breakfast**; The Mandarin Oriental Hotel, New York; contact: The Fragrance Foundation; www.fragrancefoundation.org

April 12–15—**CIPAM (Congress on Aromatic and Medicinal Plants) 2011**; Cagliari, Italy; contact: CIPAM; tel: 39-070-6754415; cipam2011@dsc.unica.it; www.cipam2011.dsc.unica.it

April 14—**Midwest Meeting of the Society of Flavor Chemists**; Cincinnati; contact: The Society of Flavor Chemists; tel: 1-732-922-3393; www.flavorchemist.org

May 1–4—**FEMA's 102nd Annual Convention**; The Breakers, Palm Beach, Florida; contact: Flavor and Extract Manufacturers Association; tel: 1-202-293-5800; www.femaflavor.org

May 5—**Les Parfums 2011 (French FiFi Awards)**; Paris; contact: The Fragrance Foundation France; www.fragrancefoundation.fr

May 5—**BSP One Day Symposium**, followed by the **Annual General Meeting**; Northamptonshire, UK; contact: The British Society of Perfumers; www.bsp.org.uk

May 11—**Perfumer's Choice Awards**; New York; www.perfumers.org

May 17—**The Society of Flavor Chemists Annual Meeting**; Newark, New Jersey; contact: The Society of Flavor Chemists; tel: 1-732-922-3393; www.flavorchemist.org

May 20—**BSF Flavourist Training Course**; Reading, England; contact: The British Society of Flavourists; www.bsf.org.uk

May 25—**FiFi Awards and Celebration**; The Downtown Armory, New York; contact: The Fragrance Foundation; www.fragrancefoundation.org

June 11–14—**IFT Expo**; New Orleans; www.ift.org

June 22—**WFFC Woman of the Year Dinner**; The Chart House, Weehawken, New Jersey; contact: Women in Flavor & Fragrance Commerce; www.wffc.org

July 3–10—**IFEAT 2011 Study Tour**; The Spice Islands, Indonesia; contact: International Federation of Essential Oils and Aroma Trades; events@ifeat.org; www.ifeat.org

September 4–9—**59th International Congress and Annual Meeting of the Society for Medicinal Plant and Natural Product Research**; Antalya, Turkey; contact: The Society for Medicinal Plant and Natural Product Research; www.ga2011.org

September 11–14—**42nd International Symposium of Essential Oils**; Antalya, Turkey; www.iseo2011.org

September 22—**WFFC 29th Annual Open Dinner**; Westmount Country Club, West Paterson, New Jersey; contact: Women in Flavor & Fragrance Commerce; www.wffc.org

October 19–21—**Centifolia 2011 International Congress**; Grasse, France; contact: Centifolia; tel: 33-0-4-92-42-34-08; info@centifolia-grasse.net; www.centifolia-grasse.net

November 6–10—**IFEAT 2011**; Barcelona, Spain; contact: International Federation of Essential Oils and Aroma Trades; www.ifeat.org