



Unlock Your Crowd*

Innovation Building Blocks*

*All the building blocks that you need to build out winning product innovation concepts:

- The product promise that best solves the need
- The product emotional and functional attributes that make it compelling
- The executional elements like packaging, look and feel that resonate
- Closure claims and other supporting material to help it stand out.
- All neatly packaged up into potential concept directions

1.

Category Needs Mapping

An identification of what people want and why they want it. a matrix of functional vs emotional territories showing opportunities and which will have more impact for consumers

2.

Unmet Needs Identification / Tension statements

An evaluation of the opportunity areas within the category. Which needs are not being effectively met in the eyes of the consumer? To create potential tension statements to build a product promise from.

3.

Category/ Brand perception mapping

What your brand does and could stand for. Mapping Category needs vs Brand Equity. This identifies the Consumer Permission Points for your brand. It indicates the unmet need territories your brand should focus on.

4.

Product Range Promise / Unmet Needs Solution

Identification of the Benefit Articulation / Product Promise your brand, product line and SKU's should make to solve for the identified Unmet Need areas in the most compelling way

5.

Reason to Believe Identification and Hierarchy

Identification of what should be said and done to make the product promise believable and what to avoid

6.

Executional Elements / From Strategy to Product Range

Identification of how the ideal product should come to life in the eyes of the consumer and thought starter concept routes that tie it all together

DISCOVER
BEST STRATEGIC CHOICES



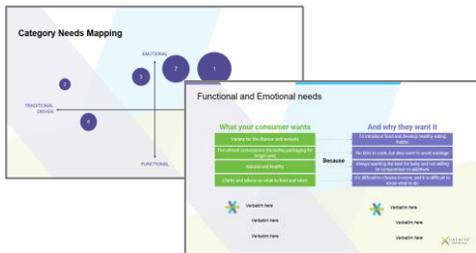
Unlock Your Crowd*

Innovation Building Blocks*

* A comprehensive understanding of what are the most pressing consumer unmet needs for your next innovation to solve for. And therefore a clear brief for what innovation direction you should move forward with to unlock most growth. Supported by a host of creative analytical outputs and visualisations to show you how we got there

1.

Category Needs Mapping



2.

Unmet Needs Identification / Tension statements

THE PRODUCT CHOICE	THE JOB TO BE DONE	THE TENSION
Good product: ProConnect tissue boxes	Maximize product shelf life and create shelf life advantage by providing users that deliver good user experience with no packaging	Good product: ProConnect tissue boxes
Good product: ProConnect tissue boxes	The best ideas for a paper recycling system are better	The best ideas for a paper recycling system are better
Good product: Tissue to energy	Ability to gather waste from the home, office and the work place and transform it into fuel and energy used in a wider pathway	There is no guarantee of a quality mechanism that collects and recycles the waste from the home
Good product: Tissue to energy	Because the alternative mechanism can allow the making you can recycle clothes for you, your family and your friends	There is no guarantee of a quality mechanism that collects and recycles the waste from the home
Good product: ProConnect tissue boxes	Don't mess with the party - bring a solution outside of anyone you just without the hassle of a new product	There are ways to beat the price in that have to change

3.

Category/ Brand perception mapping



4.

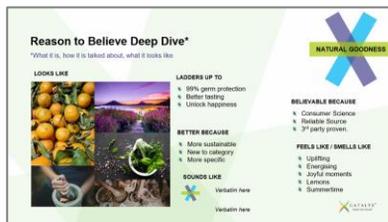
Product Range Promise / Unmet Needs Solution

Differentiating positioning your brand can own

The refreshing edge	Fastest recovery	Association with the	A natural spin	It's used	The buzzworthy
As has the freshness and refreshing taste (from-MOC)	Tequila can have some additional benefits and it's not just about the alcohol but about the health benefits (from-MOC)	Tequila just has that very fun aura about it that makes it a great time to enjoy (from-MOC)	Because Tequila seems healthier than other spirits (from-MOC)	Tequila is very often used in cocktails (from-MOC)	Tequila is always and everywhere (from-MOC)

5.

Reason to Believe Identification and Hierarchy



6.

Executorial Elements / From Strategy to Product Range



DISCOVER BEST STRATEGIC CHOICES