



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



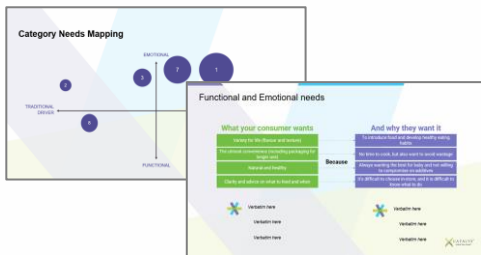
Unlock Your Crowd\*

# 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 towels	Maximize product shelf life and ensure shelf life is long enough to provide users that deliver good user experience with no purchase risk	Customers are looking for a product that is long-lasting and easy to use.
Good product: ProConnect tissue towels	The best choice for a paper-towel user is one that is soft and absorbent.	The user needs a product that is soft and absorbent.
Good product: Tissue to go	Softness is a key factor in the choice of a paper towel and softness is a key factor in the choice of a paper towel.	There is no guarantee of a quality experience that occurs from using the product.
Good product: Tissue to go	Because the customer experience can be improved by making your own tissue towels for you, your family, and your guests.	There is no guarantee of a quality experience that occurs from using the product.
Good product: ProConnect tissue towels	Softness is a key factor in the choice of a paper towel and softness is a key factor in the choice of a paper towel.	There is no guarantee of a quality experience that occurs from using the product.

3.

## Category/ Brand perception mapping



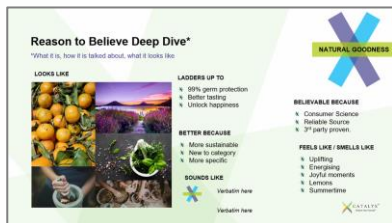
4.

## Product Range Promise / Unmet Needs Solution

The refreshing choice	Fastest delivery	Attention with the	A natural spin	It's used	The buzzworthy
As the freshness and refreshing choice, it's the only choice that offers a good time when there are no many possibilities other than this.	People can have some additional benefits and it's the only choice that offers a good time when there are no many possibilities other than this.	People just like that they are used to and it's the only choice that offers a good time when there are no many possibilities other than this.	Because people want to feel like they are getting something that is better than what they are currently using.	They want to feel like they are getting something that is better than what they are currently using.	They want to feel like they are getting something that is better than what they are currently using.

5.

## Reason to Believe Identification and Hierarchy



6.

## Executorial Elements / From Strategy to Product Range



DISCOVER BEST STRATEGIC CHOICES