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

CATALYX®
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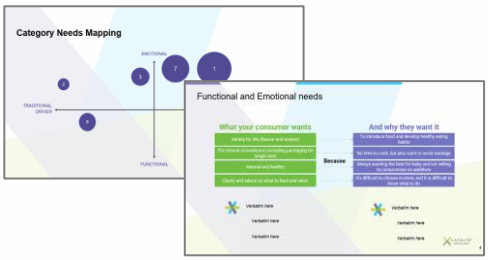
Innovation Building Blocks*

* 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



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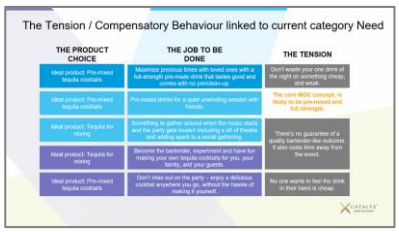

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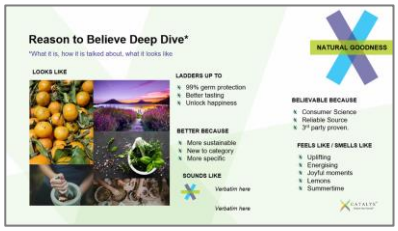
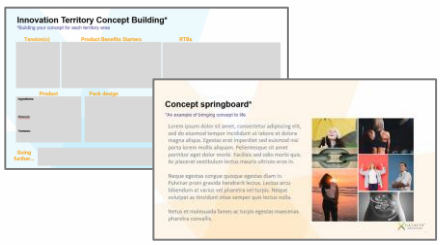


6. Executional Elements / From Strategy to Product Range



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