



Premium Innovation Platform Development

A Proprietary Process

Many efforts aimed at 'breakthrough' product development begin with a highly exploratory research phase or a more classical need states market structure examination. Unfortunately, most food and beverage companies are chasing the same need states and looking at similar consumer needs at a Gen Pop level, which rarely uncovers the niche drivers of growth in today's market.

In today's highly competitive market place with limited opportunities for sustainable growth and the need for more efficient NPD processes, our unique approach offers a more efficient, tangible front end process to NPD pipeline planning. It does this by focusing on the emerging attributes in the premium segment of the marketplace, where much of the sustainable brand-level growth is emerging in center store.

We build innovative product platforms at the category level with proven growth attributes that combine into platforms with little to no large scale, conventionally channeled competition. Since the attributes themselves are newer to the marketplace, established competition is usually very low.

Our Approach:

1. Surface growth attributes in target innovation categories using Trend iD process in an appropriate diagnostic channel (measures correlation of longitudinal unit volume growth and specific design attributes within a random sample of category UPCs)
2. Conduct competitive review of target categories in conventional channels to determine which premium CPG players are already adopting specific growth attributes into the line extensions
3. Form scalable platforms (6-8) by combining growth attributes in ways that address consumer tradeoffs, build on emerging consumer trends with long term impact on the market, and category whitespaces where large CPG players are not currently investing
4. Determine scale of each platform opportunity in terms of population reach among those with strong purchase intent and/or # of eatings at play (depending on client's preferred interest)

Timing

Variable, minimum of eight weeks