

A close-up photograph of a hand holding a glowing lightbulb. The lightbulb is illuminated, casting a warm, yellow glow that fills the upper half of the frame. The hand is positioned in the lower half, with fingers wrapped around the base of the bulb. The background is blurred, showing what appears to be a person's face in profile, looking towards the lightbulb. The overall mood is one of inspiration and innovation.

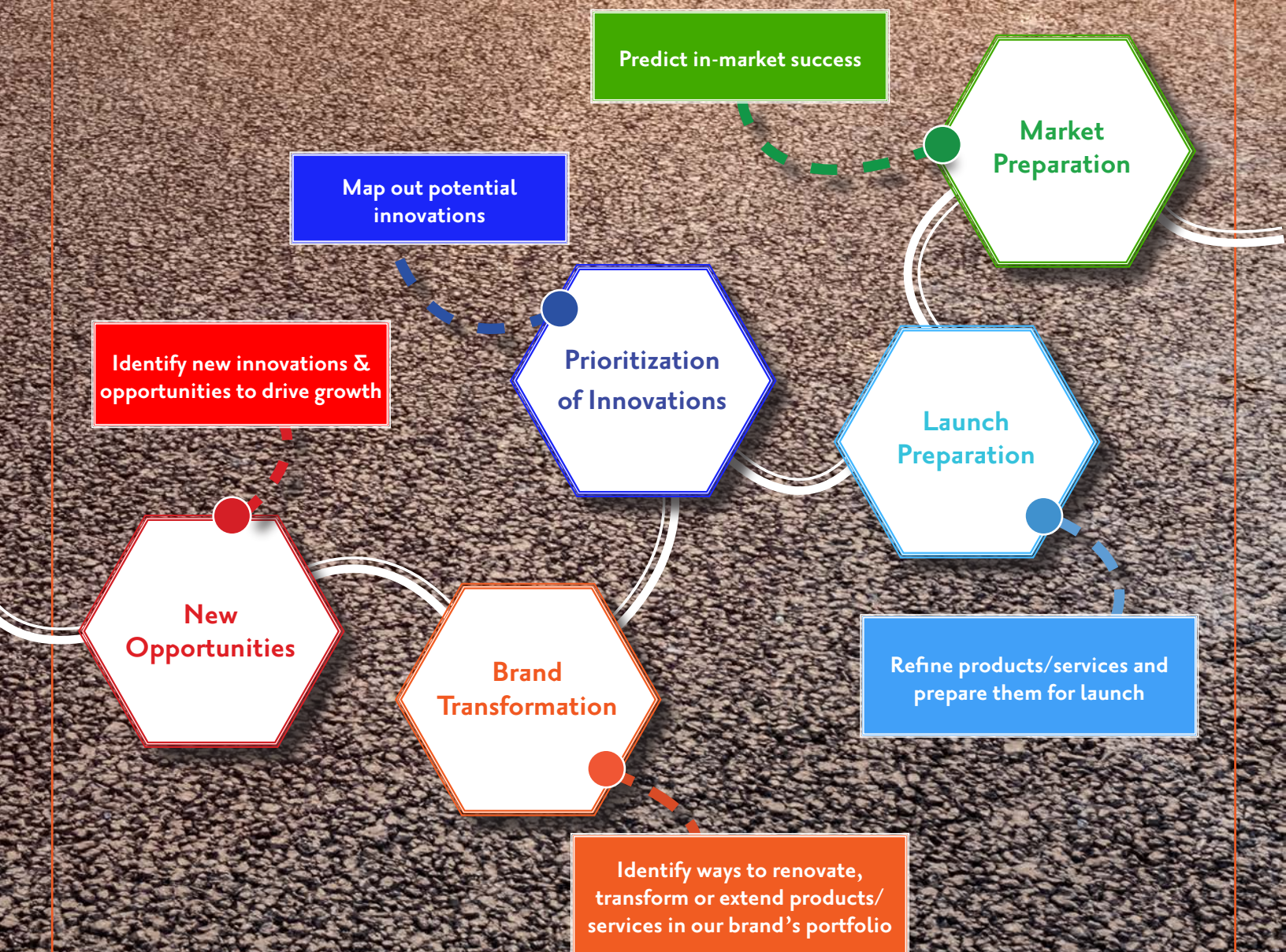
GLOBAL MARKET RESEARCH

radius

Innovation Roadmap

What to Expect and Implement at Each Step Along the Way

The following Innovation Roadmap was created to guide your efforts in respect to bringing new and meaningful solutions to the marketplace. Connected to each step are key insights you should expect to achieve to move your innovation efforts forward and the recommended approaches that will deliver the insights you'll need.



Step I – **NEW OPPORTUNITIES**

These are often the toughest, most challenging ones. The stakes for **NEW OPPORTUNITIES** are high, and the answers are often not clear-cut.

Insights from this step will help with...

- Creating new opportunities that move or shift your company into brand new categories that they don't play in today
- Attracting new target consumers who currently don't interact with your brand
- Delivering new types of products or services that you don't yet account for in your business plans, capital expenditures or marketing budgets.

HOW YOU'LL GET THERE:

Start with ethnographies, semiotics and qualitative techniques to uncover the depth of experiences today and to live with your buyers/users to see **how you can improve or better engage with them in the marketplace.**

Conduct a Market Structure or Landscape Study to understand market perceptions and size, identify target consumers, put some rigor behind **identifying pain points, triggers and barriers.**



Step 2 – BRAND TRANSFORMATION

BRAND TRANSFORMATION is critical to ensuring that you keep pace with the evolving buyer/user/consumer and marketplace. This requires guidance for shifting or expanding your brand image, products, and/or services to attract new customers.

Insights from this step will help with...

- Addressing business or product issues that hinder your brand
- Expanding your offer/product into new, often adjacent areas
- Bringing new target audiences into your franchise that you don't currently engage with today

HOW YOU'LL GET THERE:

Max/Diff: to identify new offers that are drive appeal

Choice Modeling to assess brand/offers vs. competition

Satisfaction Modeling to identify drivers of purchase vs. performance

Customer Satisfaction Modeling to understand what existing elements drive loyalty

Opportunity Scoring to assess how new ideas related to brand transformation “fit” with company

Step 3 – PRIORITIZATION OF INNOVATIONS

As companies move beyond these first two phases, they begin to narrow down their focus for their innovation. The next step is will be **OPTIMIZING** and **ALIGNING** to priorities:

Insights from this step will help with...

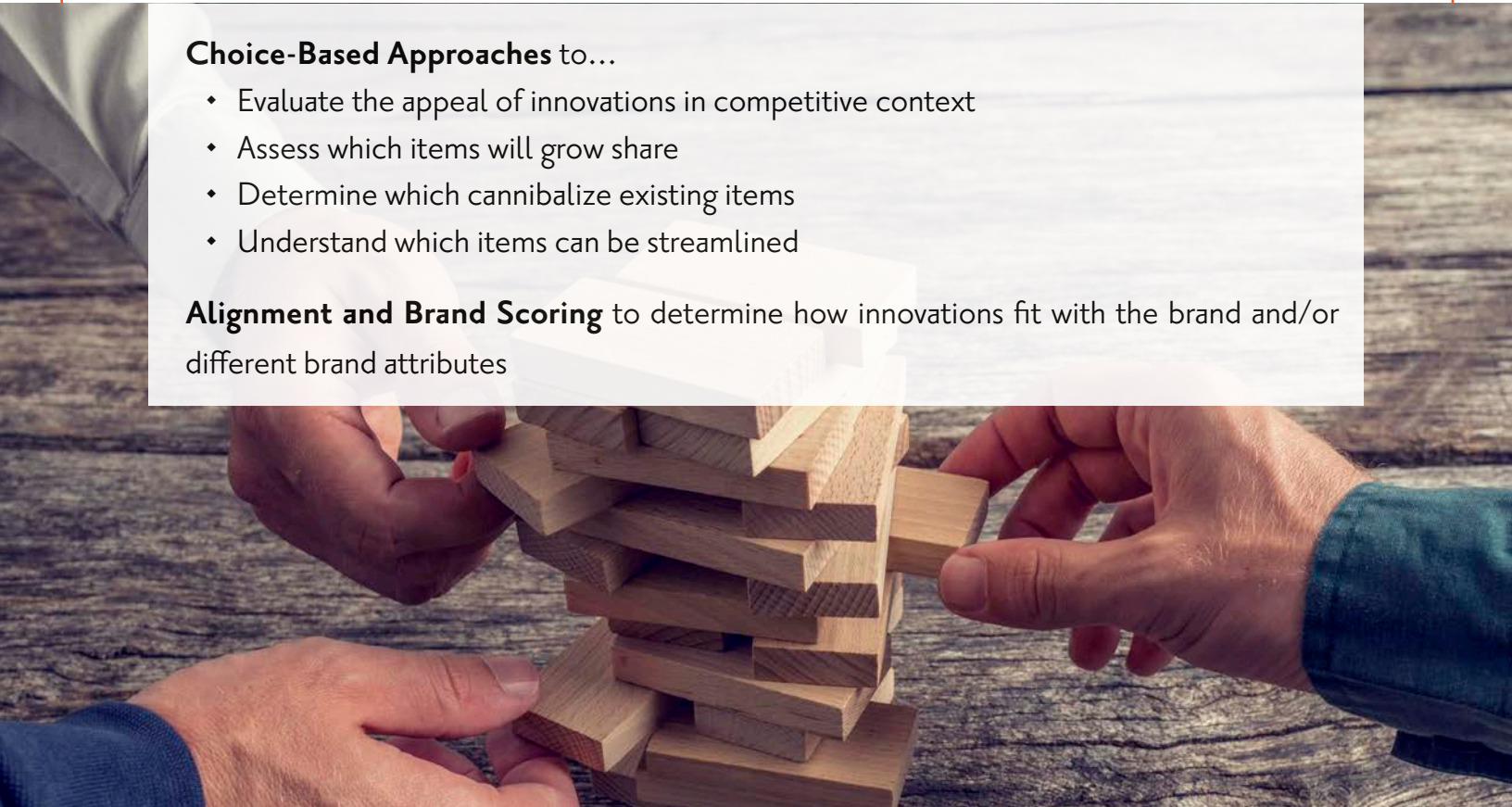
- Determining which opportunities are worth additional investment
- Minimizing cannibalization of new products
- Identifying opportunities to streamline the portfolio
- Finding offerings that provide a competitive advantage
- Determining which innovations align with corporate strategy/priorities

HOW YOU'LL GET THERE:

Choice-Based Approaches to...

- Evaluate the appeal of innovations in competitive context
- Assess which items will grow share
- Determine which cannibalize existing items
- Understand which items can be streamlined

Alignment and Brand Scoring to determine how innovations fit with the brand and/or different brand attributes



Step 4 – LAUNCH PREPARATION

As final decisions for the innovation become clearer, the business questions become focused on what's needed to prepare and ready the new product or service for the launch.

Insights from this step will help with...

- Informing packaging, pricing, and communication strategies
- Highlighting issues that may need to be refined or revisited prior to launch
- Determining which KPI's to focus on
- Crafting your messaging platform

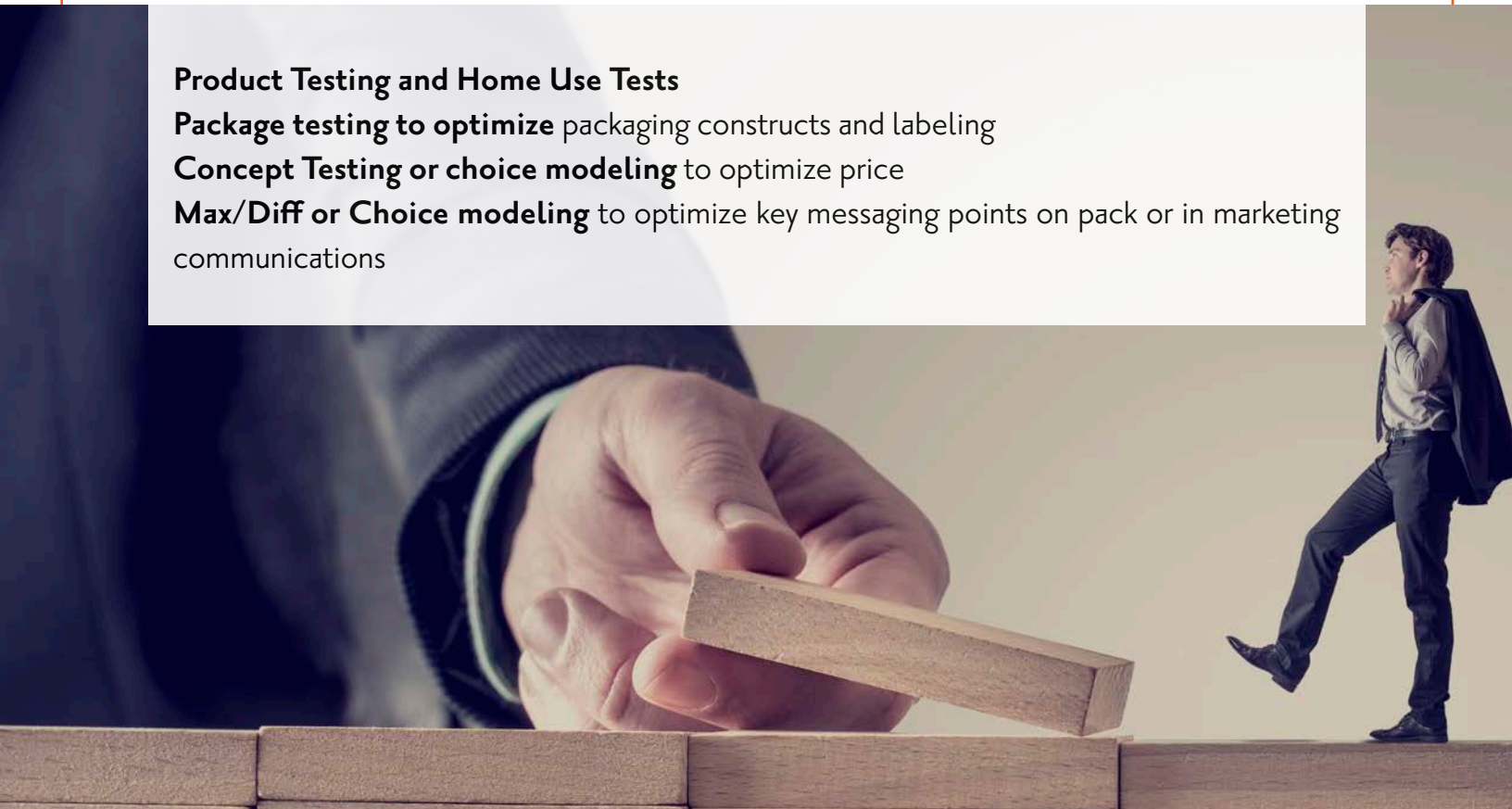
RESEARCH RECOMMENDATION:

Product Testing and Home Use Tests

Package testing to optimize packaging constructs and labeling

Concept Testing or choice modeling to optimize price

Max/Diff or Choice modeling to optimize key messaging points on pack or in marketing communications



Step 5 – PRIORITIZATION OF INNOVATIONS

While some companies will move forward with their new innovations at this point, and take them to market, others companies seek data to gauge performance.

Insights from this step will help with...

- Understanding of the potential volume this innovation can generate
- Identifying red flags prior to full launch
- Avoiding performance challenges before the product goes live

RESEARCH RECOMMENDATION:

Forecasting with **product evaluation** and **market sizing** to forecast potential sales volume and source

Test market or local roll-out to assess initial reactions and enable product or service fixes as needed, prior to national or global release



GETTING IT RIGHT TO DRIVE YOUR PIPELINE

No matter what your stage of innovation, the Radius Research Innovation Roadmap ensures you connect the right research and its critical business decisions so you can drive successful outcomes. We welcome the opportunity to learn more about your innovation challenges and help you assess what research is best to meet your challenge head on.



**Looking to drive performance
for your brand?**

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