

INNOVATION SPRINT™ IN ACTION

The game-changing approach to
idea generation and testing.

radius|illumination

Since we launched **Innovation Sprint™** in mid-2020, leading brands have used our tech-forward collaborative approach to accelerate their development timelines and launch new products and services.

This breakthrough insights approach is built on a framework of custom modules so it can be tailored to each brand's specific issues and needs.

Innovation Sprint is designed to rapidly identify high-potential opportunities and provide an agile, iterative process for brand teams as it:



Features a mix of **cutting-edge digital tools** and team expertise in innovation development, customer insights, and data science



Balances the need for speed with **deep, robust insights**



Enables **virtual team collaboration** and real-time customer input



Integrates **best practices from leading experts** in the field of innovation development

Following are just a handful of examples of how **Innovation Sprint** has led to new growth strategies for brands.

3 weeks to prototype success

BUSINESS ISSUE

A major stationery brand was exploring innovative line extensions and needed consumer feedback on different formats to determine final product launch and marketing efforts.

CUSTOM SPRINT APPROACH

Phase 1: Various product prototypes were sent to consumers to explore their usage experience over the course of a week.

Phase 2: An **Ideation Workshop** was facilitated to leverage the cross-functional team's current knowledge, create additional customer perspectives as inspiration, and then quickly create a vast array of commercial and/or product innovation ideas.

Phase 3: The six top ideas were tested in a **Rapid Read Concept Screener** among 300 consumers in key segments.

GROWTH OUTCOME

Two prototypes were identified as having the most potential allowing the brand team to confidently move forward with ideas that would best meet their customer needs.

Positioning an Innovation

3 days of real-time concept optimization and testing

BUSINESS ISSUE

A major nutritional supplement brand sought to position a new innovation to increase penetration among diabetics for a dietary nutritional supplement. The brand team was looking to quickly determine the most compelling positioning concept that would drive purchase by communicating unmet consumer needs.

CUSTOM SPRINT APPROACH

Phase 1: Our **Real-time Concept Optimization** approach tested six potential positioning concepts to 24 consumers using webcam triads over 2 days.

Phase 2: Four positioning statements were refined and then tested for further optimization.

Phase 3: These fully optimized concepts were then validated in a custom quantitative screener to identify those with highest appeal.

GROWTH OUTCOME

In just a few weeks, the brand team received fully optimized positioning concepts and validation on which ones were most relevant, differentiated and appealing to their target consumer to drive growth of this new offering in the marketplace.

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Accelerates innovation
development to weeks
instead of months.

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In-Context Consumer Learning and Team Ideation

7 days to insights

BUSINESS ISSUE

A personal and healthcare products manufacturer was moving into the children's space, and wanted a deep dive into the role parents play in helping their children with sleep issues, and the impact of a sleepless child on the family. Our goal was to identify new opportunities and ideate.

CUSTOM SPRINT APPROACH

We leveraged our qual-quant expertise to build a holistic learning plan. It combined in-context consumer learning through an online bulletin board and a 3-day team immersion and ideation session.

Phase 1: 3-day **Online Bulletin Board** among moms with sick kids and moms with sleepless kids

Phase 2: 3-day team **Shopping Mission and Ideation Session** to identify consumer and instore insights and potential concepts

Phase 3: Overnight **Rapid Read Quantitative Study** to validate the top 15 concepts

Phase 4: Team review of quantitative results and final concept optimization

GROWTH OUTCOME

The brand team gained a holistic in-home and in-store perspective of the consumer options and behaviors, pain points, needs and wants. Dozens of ideas were created, and the final overnight feedback gave the team direction on how to proceed to grow their presence in this new space.

Identifying Innovative Benefits

3 days to 11 qualified concepts

BUSINESS ISSUE

A food company was developing new spice, herb, and extract products, and sought to identify and explore insights to create new benefits, along with product and packaging innovation.

CUSTOM SPRINT APPROACH

Phase 1: Team Concept Ideation Session leveraging existing research including trends and market data

Phase 2: Real Time Concept Optimizer refined 12 potential concepts among consumers through five 2-hour mini groups

GROWTH OUTCOME

The team quickly qualified 11 of the 12 concepts to go into a quantitative screener, and Innovation Sprint™ has been adopted as the preferred approach to new product development across the company.

Opportunity Identification

100 new ideas in 1 month

BUSINESS ISSUE

A large, global food company had a limited understanding of its target consumer and wanted ideation inspiration in a rapidly growing and evolving category. It sought a comprehensive, integrated exploration of the motivations, triggers, and needs of consumers to inspire creativity and a clear action plan.

CUSTOM SPRINT APPROACH

Phase 1: An **Online Bulletin Board** provided free-form consumer input so team could pick ideal participants for Phase 2.

Phase 2: **In-Home Ethnographies** generated a contextual and behavioral understanding of the food and diet wants, needs, and experiences of the target consumer.

Phase 3: A one-day **Immersion Excursion** at popular diet-forward restaurants served as inspiration for the team and helped identify potential opportunity areas.

Phase 4: A one-day **Facilitated Virtual Insight and Activation Session** with the brand team aligned opportunity areas.

Phase 5: A facilitated 3-day **virtual session** provided final ideation and refinement of opportunity spaces.

GROWTH OUTCOME

The immersive and contextual approach delivered powerful, nuanced consumer understanding and inspiration for the brand team. Nearly 100 ideas were generated, the final team sessions led to a focus on 15 priority concepts for further development.

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Smarter way
of idea generation
and testing.

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Learn more about **Innovation Sprint™**
and why it's the insights approach of choice
for leading brands in all industries.



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