

Hansa Brand INNVTR™

Creative Process to Develop New Brand Opportunities

Brand innovation is a constant process, whether the brand is new, seeking creative opportunities, or mature with brand loyalty either remaining flat or declining. The challenge facing firms is how to take the brand to a new level of value, finding unmet needs that can be addressed through new brand directions. Companies in such situations ask:

- What are the unmet needs of customers?
- What could be developed that customers may not even be aware of?
- Are there opportunities worth pursuing?
- How can the brand differentiate among new opportunities?
- What is the feasibility?
- How can the organization move ahead to capture the opportunities?

Brand INNVTR™ is an exciting tool that is suited for brands, products, and services that are constantly in need of the 'new, new' in their offerings or processes. Brands that do not innovate often find themselves falling behind in the market. Brand INNVTR™ recognizes the overlap between the brand and the products and services that express and deliver the promise of the brand.

Hansa's methodology for brand innovation begins with gaining a deep understanding of the technical, or supply-side, of what is possible. It gains input from a discovery process to find customer unmet needs. This is then developed into creative ideas, with input from customers and/or experts. A thorough understanding of the customers' context is married with the technical feasibility to arrive at potential new developments.



Brand INNVTR™ generates creative concepts to illustrate the new ideas to customers. These concepts are assessed for their potential and rank-ordered for further development. A definite path to innovation is developed at the end of this exercise.

The Brand INNVTR™ process addresses key issues involved in developing new brand directions and entails the following five steps:

1. Review of existing capabilities within the organization, including technical strengths and limits and leverage points for new product, service, communications, segments and other opportunities
2. Uncovering unmet needs among customers and prospects
3. Executive creative workshop to develop and prioritize opportunities and innovative concepts
4. Validation and testing of priority concepts among customers and prospects, including competitive differentiation and appeals
5. Brand innovation development and execution plan

The Brand INNVTR™ process provides the following deliverables:

- Prioritized list of innovation concepts
- Market feedback on the most promising concepts
- A practical plan to develop and implement the selected concepts

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.

HANSA  **GCR**

Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.