

#3 GROWING THROUGH INNOVATION

ON THIS COURSE YOU WILL . . .

- ✓ **APPLY** your thoughts to writing an innovation idea
- ✓ **BUILD** an **innovation vision**: inspired by consumer needs
a **concept guide**: underpinned by insight & ideas
- ✓ **CULTIVATE** better thinking around how to cement the key needs to meet
- ✓ **DETERMINE** how your idea will be differentiated, distinctive and memorable

COURSE OVERVIEW

The course is designed to help you consider innovation strategically, as a way to drive growth for your business, to set off making sure that it will provide incremental revenue by meeting unmet needs and bringing differentiating features to the market.

In this course you will explore innovation models, try out a number of ideation techniques and build an innovation vision board and concept.

OBJECTIVES

- ▶ To introduce the definition of innovation and the important ingredients to set yourself up for success.
- ▶ To really think about the definition of your market and what the key 'How to' questions are that drive the innovation territories.
- ▶ Demonstrate how easy it is to be creative and brainstorm ideas.
- ▶ Be able to identify the differentiated and distinctive elements of any idea.
- ▶ Be inspired by winning innovation.

OUTCOMES

"I understand that there are many factors to drive great innovation, and how important it is to think before acting."

"I appreciate the importance of distilling the thinking to converge before diverging into ideas."

"I am amazed how creative I can be when I have a vision to follow, and a barrier to overcome."

"I appreciate how critical it is to make sure our ideas have the best chance of success."

"I am feeling super inspired to get some great ideas to market."

0830-0900	▶ Breakfast mingle
0900-1000	▶ The definition of innovation The important ingredients to drive great innovation The sweet spot of Innovation strategy (Viable, Feasible, Desirable) Creating an innovative culture
1000-1100	▶ Innovation models Behaviour vs Technology, Sustainable, Test & learn etc. Market definition to get to 'How-To' questions
1100-1120	▶ Break
1120-1220	▶ Ideation Creative techniques to drive ideation Opposites Related worlds Stretch it Box of tricks
1230 - 1320	▶ Concept development Insight, RTB and Reprise Briefing illustration Using words wheels
1320-1350	▶ Break
1350-1450	▶ Fun time Innovation case studies Snickers case study : A Global communications and positioning challenge
1450-1500	▶ Summary and Close

WHO SHOULD ATTEND

- Junior professionals in the fields of marketing, sales, supply chain, research and development, design and general commercial business roles
- Graduates and students
- Professionals with 1-3 years experience
- Client or Agency based
- Entrepreneurs and freelancers
- Mature professionals seeking to restart

ALLISYN & RUTH USE A BLEND OF TECHNIQUES TO MAKE THEIR LEARNING STICKY:

- ✓ Projective techniques
- ✓ Hear one, See one, Do one methodology
- ✓ Interactive materials
 - ✓ Audio visual
- ✓ Live working on case studies
- ✓ Peer sharing and coaching



Brands Basecamp is split into 4 courses that combine to give you a full marketing plan. Many people need a focus on one course because they need that now, others want to do all 4 for completeness – the choice is yours.

From our years of experience we have distilled huge working documents down to fewer simple and agile summaries that are easy to apply in your business.

Each of the basecamp courses provide two tangible template takeaways relevant to each topic. They are part thinking tools and part summary statements of intent. We will comprehensively cover how to complete each, and provide illustrative examples and case studies for you to practice in the session.



#1 ALL ABOUT CONSUMERS

Consumer Dossier

Who Am I?	How I Behave	My mind to avoid RTM
My values that bring me to life	Part 1 My Expectations of your category	Part 2 I am Nervous of Truth (Often you have been about purchasing)
1) Needs & Interests (My work, family, leisure, needs/habits)	Part 1 Purchase Behaviour (How / when I purchase your product/service)	Part 3 Usage Behaviour (How / when I use your product)
How I spend my money	Part 1	Part 3
Attitudes / Beliefs (My personal, values)	Part 1	Part 3
Demographics (My age, social class)	Part 1	Part 3

Insight Task Map

Behaviours NOW	FUTURE Behaviours	KEY CONSUMER INSIGHT
What do our customers currently DO?	What do we want our customers to DO?	
Attitudes/Beliefs NOW	Attitudes/Beliefs FUTURE	CONSTRUCTION (How we build a brand)
What do our customers currently THINK & FEEL?	What do we want our customers to THINK & FEEL?	



#2 SHAPING BRANDS

Brand

Brand		
Brand Promise		
Brand Values	Brand Personality	
Reasons to Believe		
Functional Benefits	Emotional Benefits	
Insight		
Market Definition	Target Consumer	Competition

The Brand Positioning Statement

For _____ (Target Consumer)

Brand _____ is the _____ (Category reference)

That _____ (The Benefit)

Because _____ (Proof)



#3 GROWING THROUGH INNOVATION

Concept Ingredients (Structure of concept in user language)

Insight (Given to me that you understand my needs, that you really know what is going on in my head)	Images to bring to life
Idea, Differentiating Benefit and Reason to Believe (*Do you have got my attention... but not for long. Who are you? What are you? How can you satisfy my needs better than anyone else? Why should I believe you?)	
Reprise of "why you should buy it" (*Please summarise precisely why I should buy you and how will this make me feel?)	

Writing an innovation idea

Basics

What is it?
How it works / you use it
Why is different?
Claims

Articulation

Use 1-6 words - which are more essential
(e.g. Safe or responsibility)

Metaphors & Similes

Reference understood terms or explanations
eg Like a plastic bottle that is made of paper





#4 COMMUNICATING BRANDS

Communication Brief

Objective	
Where are we now?	
Where do we want to be?	
What are we doing to get there?	
Who do we need to talk to?	
Insight into target Consumer	
What do we want them to do?	
Messages/Themes	
What do we need to tell them?	
How will we know when we've arrived? (KPIs)	
Budget	
Approvals	

Target Consumer	How will we engage with them?	What can we do?
	Tell them	TV, Radio, Outdoor, Print
	Talk to them	DM, RM, Social
	Let them experience	Sampling, experience days
	Let them recommend	Social, Word of Mouth

FACILITATOR PROFILES



ALLISYN JAMES

Independent consultant and practitioner with over 25 years' experience. Allisyn is an experienced facilitator and trainer across the full suite of business and commercial capabilities. Known for her strong strategic thinking skills coupled with real tactical expertise, she loves to share best practice and create innovative and immersive training events.

Allisyn brings a wealth of industry experience having held senior commercial positions in both client and agency side across multiple categories and in multiple geographies. She has written and delivered many capability academies for multinationals – improving the ability of marketing and sales professionals to stay contemporary and do their job better!

Geographically she has worked extensively in Europe, Asia Pacific, the Middle East and The Americas delivering programmes on behalf of Multi Nationals. She has proven ability to meet new challenges with confidence and enthusiasm. A clear lateral thinker she loves to look through multiple lenses to drive innovation and harness trends to unleash possibilities.

For Allisyn it's all about the consumer at the heart. She is constantly fascinated by people and why they think, feel and behave the way they do, and is passionate about driving growth through cultural context.



RUTH WILLIAMS

Ruth is an experienced facilitator who has a passion for helping teams understand their consumers and deliver experiences and products that will excite them. Ruth has over 20 years senior client side experience developing and launching products globally.

Her Diageo career included a variety of senior marketing and innovation roles up to director level working with teams globally. Launched initiatives on Smirnoff, Guinness, Bailey's, Jose Cuervo and Bundaberg Rum in UK, US, Spain, Australia, India and Africa.

As a consultant for the last 10 years, Ruth has written and delivered many capability academies for multinationals – imbuing each intervention with practical and actionable content so that delegates can deliver right away. Clients such as Royal Sun Alliance, Zain (telecoms), MSN, Shell (forecourts), Akzo Nobel, Dairy Crest, Diageo, Novo Nordisc, Carlsberg, Twining's, Asia Pacific Breweries, EFES, PepsiCo, Constellation Wines, BT, BA, Boden, ABG, Brother, SSE, Invesco, Euroclear Legal & General, Legg mason. She has run client events in Europe, Asia, Africa and the USA.

Known for her desire to help organisations drive strategic marketing combined with a real focus to make things happen, she enjoys nothing more than working with diverse teams, understanding their issues and delivering a program that will bring real change for individuals.

COSTS

STANDARD

US\$4000 per delegate
per 4 day course

AFRICAN special available!

SAVE 50%

US\$2000 per delegate
per 4 day course

AVAILABLE VENUES

- Accra – Ghana : date TBC
- London – UK : date TBC
- Lagos – Nigeria : date TBC

NB: All courses are general and applicable for B2C & B2B but they can be tailored to a specific category or sector for an additional development fee