



Unique Ideation Approach Generates New to World Solutions

Case Study

MARKETING CHALLENGE:

FILL YOUR PIPELINE WITH HIGH-POTENTIAL IDEAS

BACKGROUND

Our client was a major manufacturer of baby gear, such as car seats, playpens, highchairs, and monitors. The category is highly competitive and relies on a stream of innovations. Regularly, the client depended on current and expectant moms for new product ideas. This group provided substantive but incremental changes to existing products. A corporate mandate was introduced to increase the number of new-to-world and new-to-company products in the portfolio. The client approached us to design an ideation session that would generate novel ideas and solutions.

OUR APPROACH

Higher-order and product-level needs had been previously established and validated. Our ideation participants were briefed on these insights via webinar one week prior to the ideation sessions and then asked to think about and record ideas in a journal for one week.

We then conducted four live sessions. Two sessions were a “control group” of the target consumer: current and expectant moms. To purposefully create more “out of the box” ideas, participants in the remaining two groups (“the experimental groups”) had some unique characteristics:

- Single and childless men and women with little to no knowledge of baby products were mixed with current and expectant moms
- Previous research among current and expectant moms indicated that high-chairs and car seats were difficult to keep clean. As such, we invited two people whose job was to clean spaces or things.
- And lastly, all participants scored high on creativity and problem solving via our **TeamBuilder** assessment.

1



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OUR APPROACH, continued

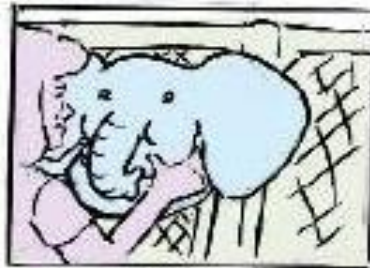
All sessions were set up showroom style that included a wide range of our client's and competitors' products. Participants were free to use baby dolls (yes, we had baby dolls!), play with, assemble, and disassemble anything in the room. An illustrator was onsite to sketch team ideas in real time.

One week following the live sessions, groups reconvened virtually to review ideas from the live sessions and contribute new thoughts.

OUTCOME

Our "experimental groups" generated nearly 2X the number of new-to-world product ideas (46) compared to the "control group" (24). By the end of the project, we delivered 4 finalized product concepts that were fast-tracked into new product development.

The ideation was so successful that it even created a new product category: decorative accessories that could be attached to a child's play pen for engagement and entertainment.





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OUR APPROACH TO IDEATION

Our [Quartet](#) approach to ideation is based on principles of brain science and is proven to maximize the engagement and contributions of participants. It includes profiling participants to ensure they are the right match for the assignment, advance priming and interaction with the facilitator, individual work, carefully crafted activities that leverage each person's unique gifts and abilities, and a touchpoint with participants after the ideation session to continue capturing ideas.



- As it relates to ideation, the odds are high that what you have been taught or experienced is not best practice. [Check out](#) this resource which is an update on best practices.
- Does your organization need a responsive helping hand when conducting do-it-yourself research? Our consultants are available to assist with problem definition, project scoping, reviewing discussion guides, reviewing questionnaires, interview coaching, and more. This is the best way to offer your team the training and support they need to elevate customer understanding across the organization. Blocks of time can be booked according to your needs. [Contact us](#) for more details.
- Check out our [event schedule](#) for upcoming workshops.



You can [Kickstart](#) the innovation process with a workshop focused on your own specific goals. It is an excellent way to align the cross-functional team, enhance skills, roll up internal ideas, and identify gaps in your knowledge.