

Innovation @ The Sound



*Clayton Christensen / HBS 2011

+ Thinking Long Term
+ Decision Making Frameworks
+ Structures and Processes
+ Optimal Budgets
+ High Prioritization



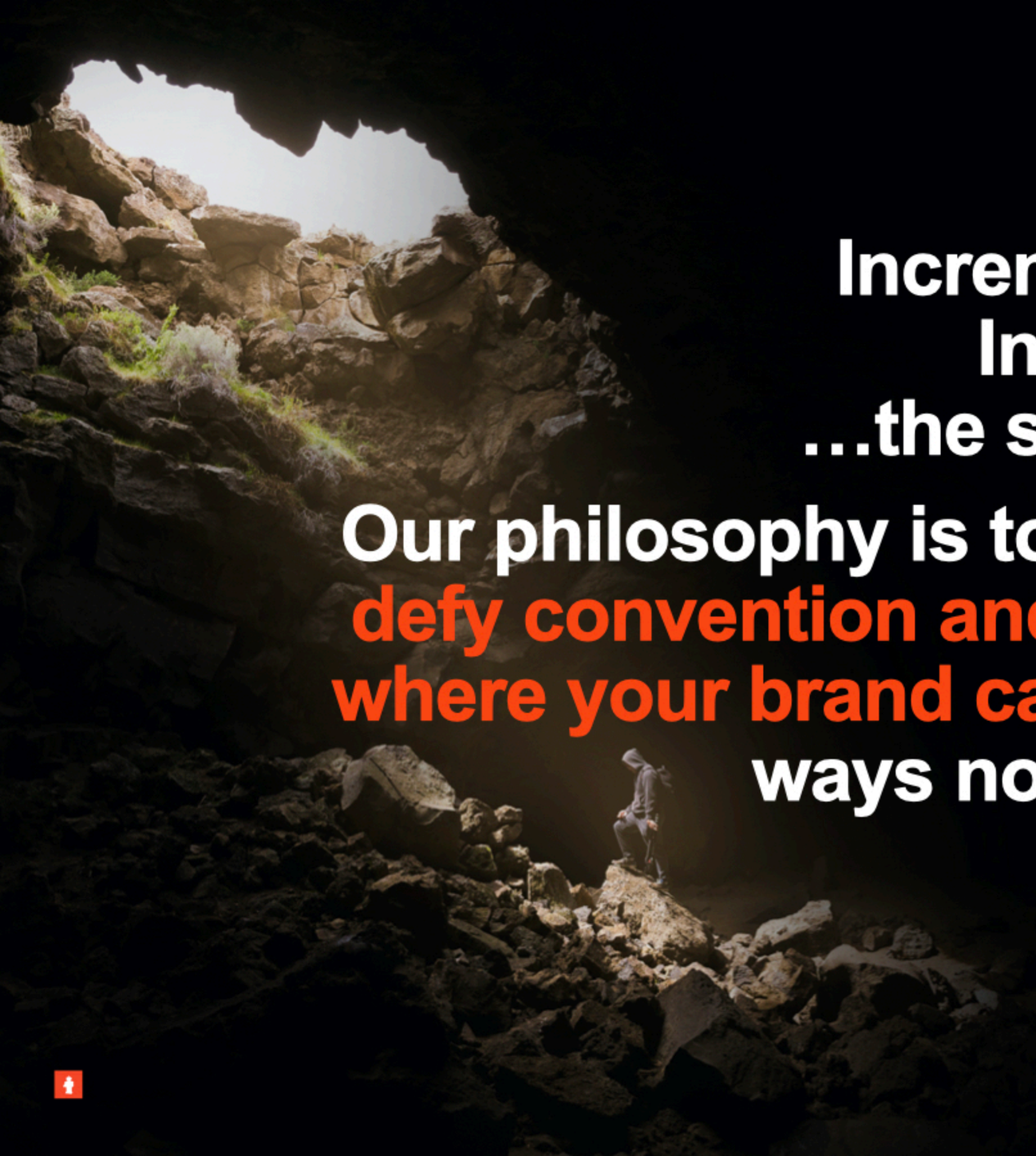
They all play a role in innovation success.
But the #1 reason for innovation failure?

Not understanding what people want and need

We help brands overcome the #1 barrier to success.

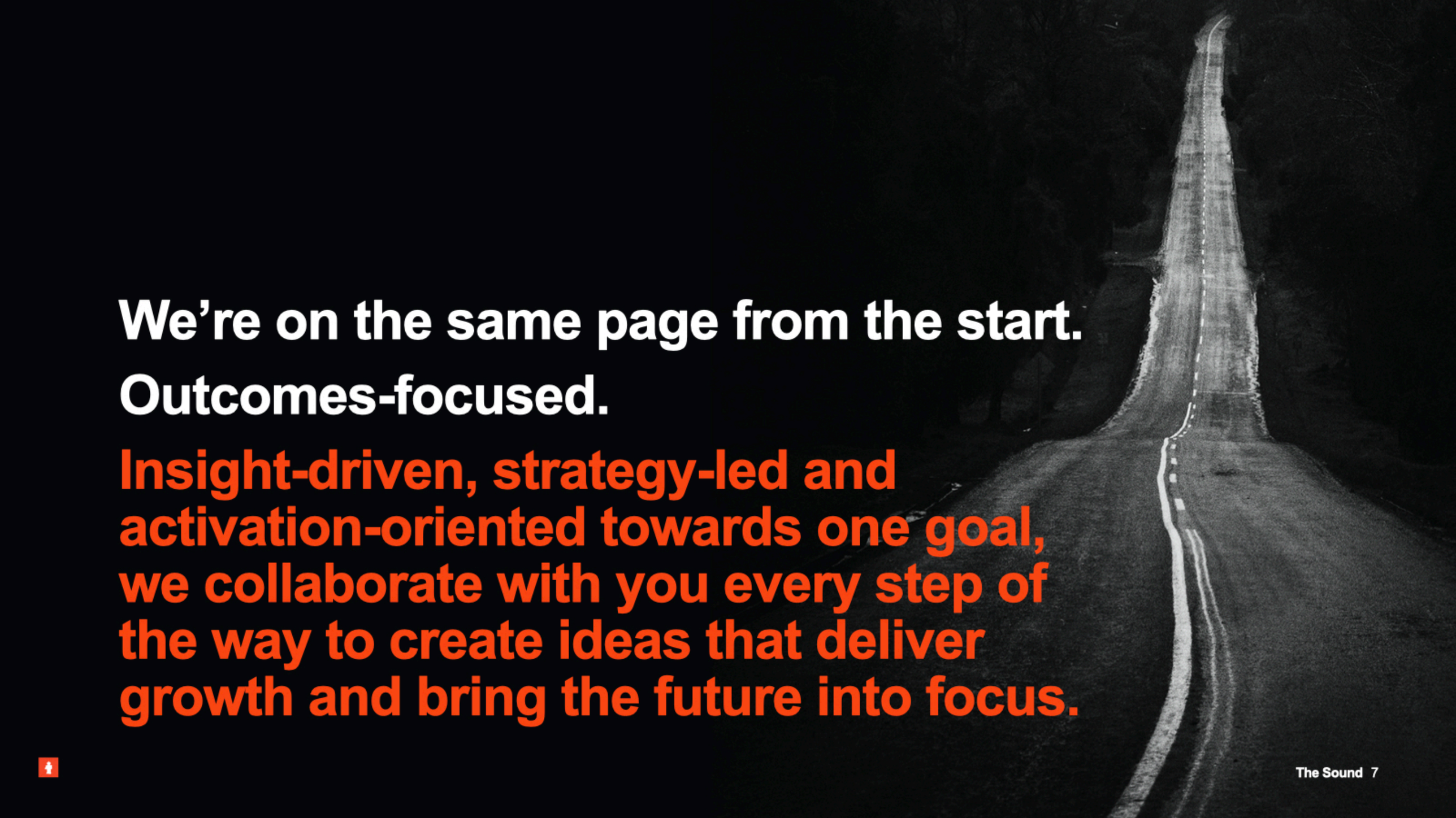
And here's how.


Driven by human motivations and deep empathy, we approach innovation by designing with people at the forefront.



Incremental or breakthrough…
Innovation or renovation…
…the starting point is the same.

Our philosophy is to challenge assumptions, defy convention and look for the quiet space where your brand can connect with people in ways no-one else has thought of.



We’re on the same page from the start.

Outcomes-focused.

Insight-driven, strategy-led and activation-oriented towards one goal, we collaborate with you every step of the way to create ideas that deliver growth and bring the future into focus.

We specialize in key areas of Innovation:

Brand, Product & Service Innovation
Pipeline Strategy
Whitespace Mapping
Innovation & Reimagination
Ideation Sprints & Concept Creation
Consumer Co-Creation
Idea Optimization

Regardless of approach – we help brands hunt, craft, create, test and land ideas that accelerate adoption and engender advocacy.

Solving not just for the now and the what next, but the what could be.







01 **Foundation Setting**

02 **Strategy Development**

03 **Ideation + Co-Creation**

04 **Optimization + Refinement**

05 **Pipeline Planning**

We hunt for opportunities

- Trend Trekking
- Expert Perspective
- In-Situ Observations
- Self-guided ethnography
- Future Foresight
- Jobs To Be Done (JTBD)
- Whitespace Mapping

We craft beautiful, inspiring strategies

- Portfolio Strategy
- Dig Site/platform development

We create ideas that improve people's lives

- Ideation Sprints
- Rapid Prototyping
- Shark Tank consumer co-creation
- Jobs to be done workshops
- Concept Visualization

We test ideas to refine, size & predict

- Rapid quant concept testing
- BASES Concept Development
- Pricing, packaging and sizing info

We land ideas and plan for ongoing brand growth

- Strategic planning
- Prioritized concepts
- Pipeline cadence strategy

We're flexible by design.

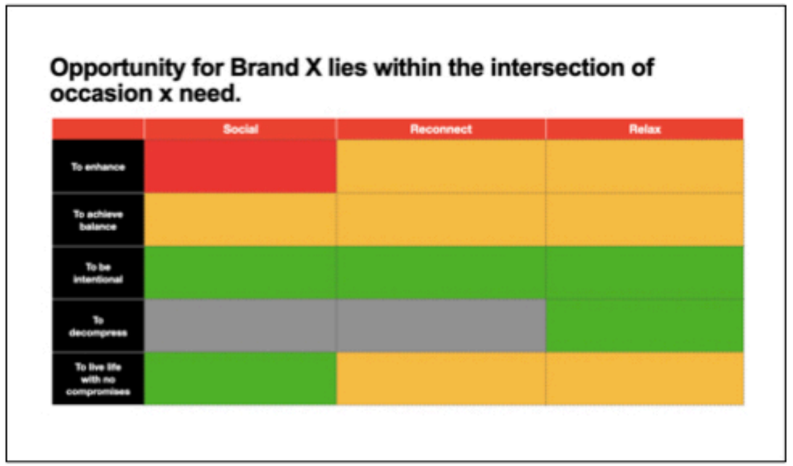
Depending on your desired outcomes and time constraints, we can sprint or we can go into more depth with more touchpoints and deliverables desired.

Foundation Setting

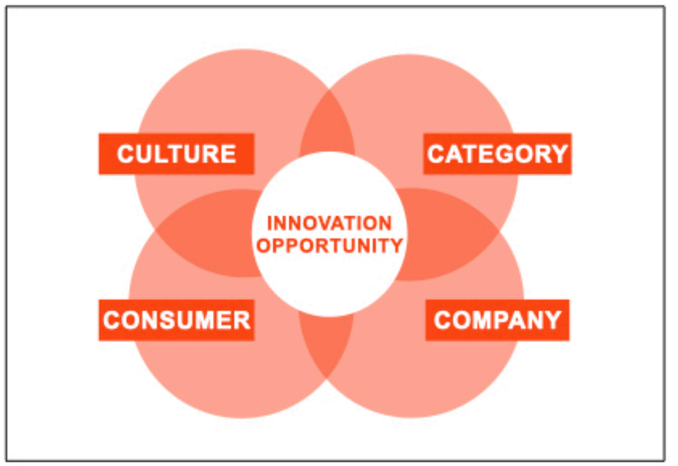
We hunt for opportunties, starting with what you already know and supplement to uncover whitespace opportunities

We build on your business knowledge, previous research, psychological theories and hypotheses to uncover people's underlying emotions and motivations in various descriptive situational contexts.

Whitespace Mapping



The 4-C Analysis



JTBD



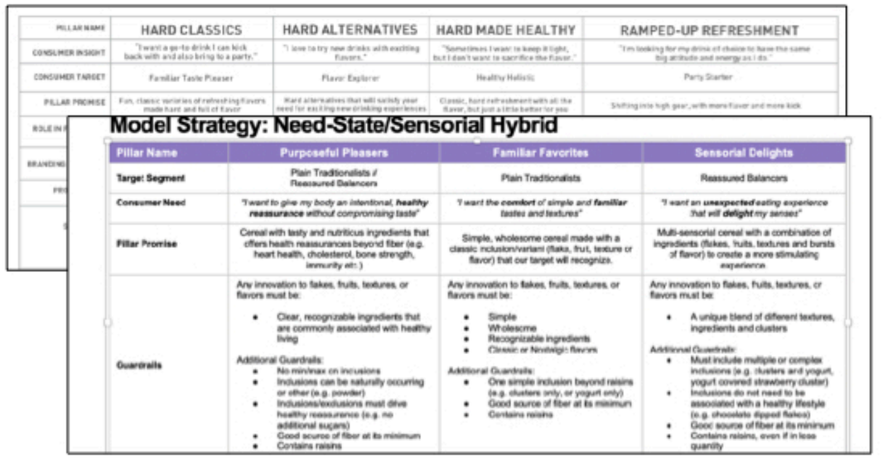
Strategy Development

We craft beautiful, inspiring stories by Expanding our thinking to set the foundation for innovation

After unearthing the key trends, gaps and opportunities for the future of the brand, we create a series of Dig Sites/ Platforms: areas of opportunity for the brand. We're also able to dig deeper into the portfolio strategy and architecture depending on brand needs.

The aim of these Dig Sites is to inspire the team and stakeholders to start imagining future possibilities – and serve as the framework for ideation in the Innovation Sprint.





Before a new innovation pipeline can be implemented against, the first crucial step in ensuring a successful and long-term brand strategy is defining an **actionable road map for the brand by developing a clear and concise Portfolio Strategy**, which guides and drives all portfolio & innovation decisions for the brand moving forward.

Ideation +
Co-Creation

We transform our opportunities via fun, inspiring and actionable ideation.

The sprint is a day or two of collaboration and co-creation (if you choose). And yes, we do this in-person AND virtually.

In order to truly understand the commercial viability of each idea, we extend the invite to your wider team, operations stakeholders, and agency partners.



How we sprint:

1. **Output is only as good as the input**
   - Dig sites are our jam—built to have tight, clear starting points that inform and inspire; think of them as springboards for ideation
2. **Create dynamic energy exchanges, not a firehose of information**
   - Going deep is OK in some spots, but we like to move through things at a good clip to avoid mental constipation and spin; there will be no need to pull out laptops and phones :)
3. **Infuse a series of convergent and divergent experiences**
   - It's important to go broad and wide to gather ideas, but we must come back inward to create a truly feasible and actionable idea for the brand; prioritization is key
4. **Gather inspiration from unexpected angles**
   - Break people from their standard category perspective to find new opportunities... i.e. bring confections to an ideation on pharmaceuticals, imaging a solution through the eyes of another brand and/or category
5. **Invite a cross-functional team**
   - The best ideas come from shared knowledge—what can we leverage that we already know, what does someone know from a past life, where is the passion, what does marketing know that sales doesn't or R&D knows this and insights knows that?
6. **Co-Create with consumers**
   - Invite the people that will purchase the product to have a say in what we create—then again, we're solving for their needs. Consumer Co-Creation comes to life via a Shark-Tank pitch session + optimization.

Ideation + Co-Creation [Crafting Concepts]

We bring it all to life through beautifully-designed, creatively-written concepts

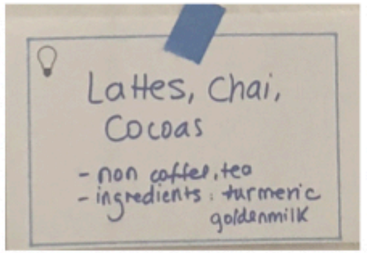
We transform the innovation ideas into full concepts. Each will have a name and headline, be rooted in a tension/ unmet need, a compelling emotional benefit, and functional reasons to believe, along with a designed visual rendering of the new product.

Our concepts will be able to go straight into consumer testing, leading to actionable pipeline innovation for your portfolio.

The evolution of an innovation concept

Loose idea:

Generated during the innovation sprint on post•its, typically one of hundreds that align with our innovation dig sites



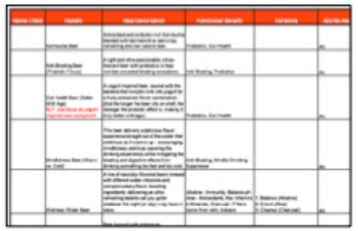
Concept Starter:

Created during the converge stage of our ideation, the lead ideas come to life in a more feasible, tangible format + visual



Idea Nugget:

Directly following the session, the ideas are captured in an Excel doc that could contain things like dig site info, POD, benefit, tech, etc.



Full Concept



Optimization + Refinement



We pressure test ideas to refine, size and predict..

With concepts fully fleshed out, polished, and deeply rooted in core category, culture, and consumer truths, we like to put them in front of consumers before moving on to BASES testing—think of it as a perfectly-timed pressure check :)

Action Criteria for Prioritizing Ideas

We'll work with you to fine-tune the criteria or filter to determine the strongest to move forward

Emotional Need	Is the idea rooted in the audience's unmet need or address a real tension? Does it tap into a real opportunity? Does it meet consumer expectations?
Break Through	Is the idea breakthrough or "me too"? Does it reinvent/change the category? Does it shape the future of the category?
Right To Win	Does the idea have a "right to win" given the consideration set?
Credible Stretch	Is the idea credible for your brand? Does it require a partnership? New brand?
Viability & Scalability	Do we have the tools, technology and expertise to make this a reality? Is this the right time? If an idea "before its time," do we have what we need to set it up for success? Does it have "legs"? Can it be scaled?

Key Metric Scorecard

	Concept A	Concept B	Concept C	Concept D
EMOTIONAL APPEAL	47%	32%	45%	53%
RELEVANCE	76%	68%	74%	80%
DIFFERENTIATION	25%	26%	30%	38%
CREDIBILITY	28%	32%	24%	31%



NAME OF WAY IN: _____

EVALUATION CRITERIA SCORECARD — THE SOUND

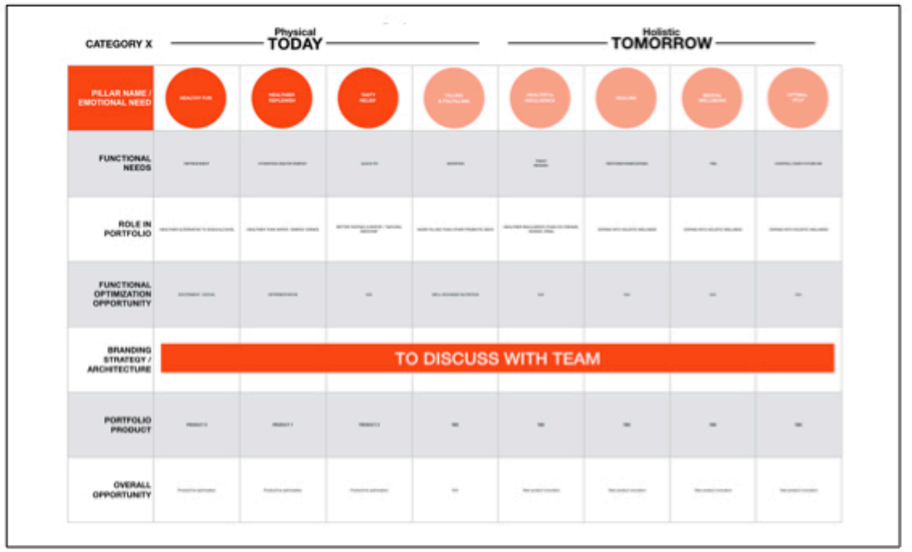
METRICS	WHAT EXCITES YOU?	WHAT MAKES YOU NERVOUS?	SCORING
GUT REACTION What are your overall perceptions of this way-in?			
PLATFORM FIT Do the existing platforms feasibly fit within this way-in?			
BRAND X RIGHT TO WIN Can Brand credibly deliver on this way-in?			
CONSUMER NEED Is this way-in rooted in a true consumer tension?			
DIFFERENTIATION Does this way-in feel distinct compared to our key competitors?			

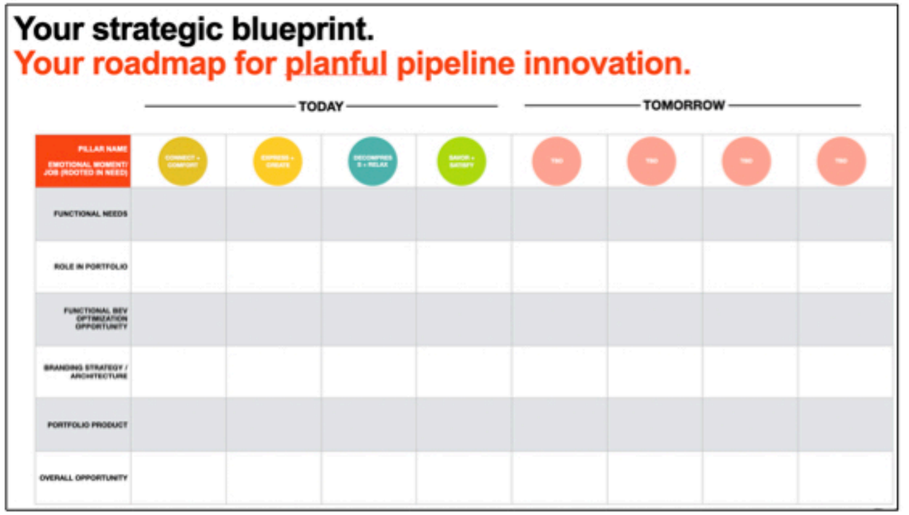
Pipeline Planning

We land ideas and plan for ongoing brand growth.

Now that you're armed with a pipeline of viable concepts—the final step is to determine launch cadence and next steps when it comes to communication.







Exploring other challenges that impact innovation:



1

Predicting The Future

2

Creating a Motivational Landscape



Critically examining current issues percolating on the edges of society and culture helps us plan and shape future success & problem solving

A desire to push past incremental builds into future-forward innovation and disruption to create big bets that are designed to inspire creative thinking.











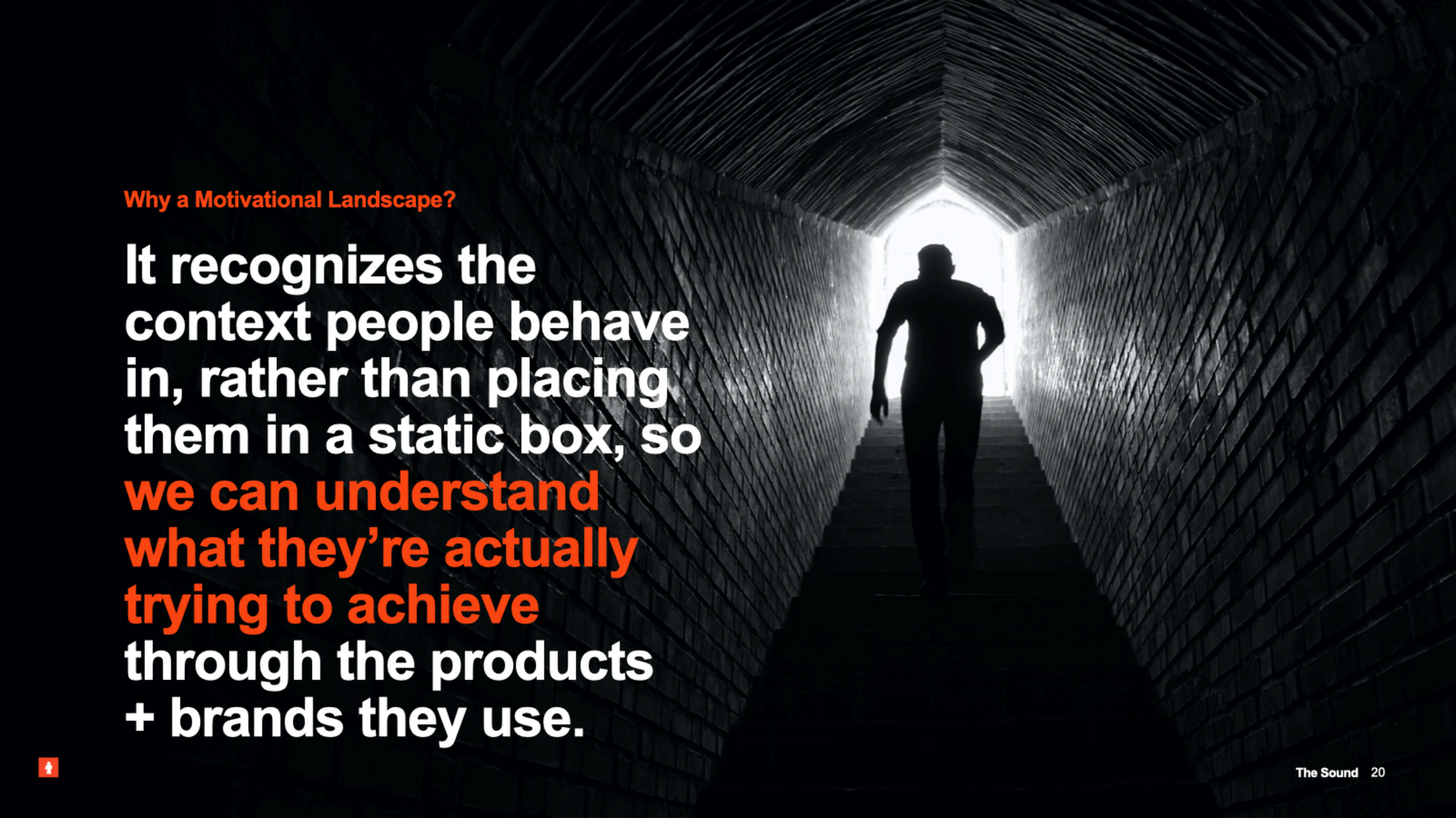
Unpack Foresight:
Explore and anticipate significant shifts in culture, consumers and category around the world to gain a richer and deeper projection of what is to come.

Share, Inspire & Provoke:
Inspire teams to imagine how brands not only respond to the future, but anticipate it through widespread and longterm innovation and brand strategy planning.

Futures Workshops:
Fresh new perspectives on human needs and future possibilities—we reimagine categories and competitors, visualizing a broader space that can ignite new thinking.

Why a Motivational Landscape?

It recognizes the context people behave in, rather than placing them in a static box, so **we can understand what they're actually trying to achieve** through the products + brands they use.



To stay out of that unwelcome static box—our motivational landscape starts with people's lives rather than solutions.



There are

people

General Population

1 person =
1 segment

Traditional approach that leverages macro identity factors to create groups of like people. Depending on the category, they are often based on attitudes, psychographics, demographics, behaviors, etc.



In Various

situations

Life Situations

1 person =
1+ occasion

An occasion based approach that looks at the category through the lens of the occasion in which it's being used. Think day part, category related activity, solo vs. social, etc.



They Have Different

motives

Motivational Territories

1 person =
1+ motivation

A needs or motive-based approach that groups situations together based on the underlying needs or motivations at play. They may result in segments like 'seeking comfort' or 'feeling like a badass'



They Choose Different

solutions

Products, Services, & Behaviors

1 person =
1 customer type

A product focused approach that groups people together based solely on their brand usage or relationship to the category. Loyal users vs. rotators or heavy brand users are examples

By looking at motivational territories through the lens of people who matter most, powerful strategies emerge informing positioning, marketing and innovation.

Discover & Size:

The Jobs

Across situations, there are human motivations that drive why people choose the solutions they do – some of these motivations (jobs) are more winnable for your brand and their product offerings than others.

What motivational territories can we fulfill in people's lives today and tomorrow?



Identify:

Leverageable People

Identify the people who drive growth for your brand today and those who can drive growth for the brand in the future.

Who are the people that matter most and what are their motivations?



Prioritize:

Valuable, Winnable Opportunities

Prioritize jobs (motivational territories) through the lens of people who matter today and those you can leverage tomorrow – resulting in strategies that fuel positioning, marketing and innovation.

How can we tap into the most valuable opportunities now and in the future?

We would love to keep innovating + partner with you!

Let’s chat.

THE

SOUND

Exploration. Strategy. Innovation.