



Blue Chip Innovation

Designing Emotional Experiences

Blue Chip Innovation was set up by **Dr Keith Ewart**. Keith has 24 years of experience in senior global Insight positions, working for **Procter & Gamble**, in foods, personal care and appliances. He has pioneered techniques for understanding consumer behaviour in store and in home. He has facilitated over 30 multifunctional ideation sessions, driven the use of rapid prototyping and fast cycle learning across the company and championed Product and Packaging Design and Emotion understanding and evaluation.



We believe that Brands, products and services need to touch consumers' hearts at a functional, sensorial and emotional level.

Blue Chip Innovation have particular expertise in **Packaging & Devices Consumer Research** at both First Moment of Truth (In store) and Second Moment of Truth (In home).

- We facilitate **Creative Collaboration** workshops where we bring together your multidisciplinary team with the appropriate external experts to create "magical experiences". We have a network of associates who can help with prototyping and bringing these ideas to life through **Fast Cycle Learning**.
- We have strong associations and a network of consultants with expertise in all consumer research methodologies (qualitative and quantitative) to provide **Inspiring Insights**. We have expertise in **Translating Technology** where we match what's needed with what's possible.
- With our association with NeuroStrata we have developed new tools and techniques to help our clients **Evaluating Emotional Experiences**. Now we can measure consumers' "gut feel" response to your Brand, your communication materials, your service provision and your products.

Creative Collaboration Workshops

Workshops that bring together colleagues from different functions and external experts are a great way to build teams and use the collective brain power that exists within your organization.

With experience of facilitating more than 30+ different workshops at **Procter & Gamble**, we can design, facilitate, provide illustrators and summarise your sessions. If you are interested we can discuss your specific objectives then share a costed proposal for how the session would work. Examples include :-



Product and Packaging Innovation - bringing together Formulation, Packaging, Insights, Sales, Marketing & Design to create new propositions

Commercial Innovation - bringing together Marketing, Agency, Insights and R&D to develop written concepts, POS material and Brand communication

Strategic Innovation - bringing together leaders across different functions to define where to play and what to do

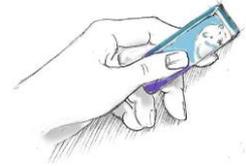
Prototyping

With access to strategic partners we are able to take ideas developed in creative workshops and bring these to life quickly.

Digital Design & Prototyping - taking a germ of an idea and illustrating it. We can create moodboards with written concepts. These ideas can also be physically rendered to be photorealistic then tested virtually with consumers.

Physical Prototyping - early seed ideas or concepts can be re-created on computer using Computer Aided Design (CAD) software. Skilled model makers can then create high quality, physical models using machining, moulds, vacuum casting, 3D printing, etc. High quality printed packages and graphics can also be made for testing in store impact.

Using Rapid Response Panels we can quickly get consumer response to your ideas then make design iterations



Inspiring Insights

To design an emotional experience you need to understand your consumers' total experience ie. every point that they interact with your Brand. We use the 4 Moments of Truth framework to understand this journey.

Some examples of cutting edge tools we use include :-

Crowdsourcing – using your consumers to capture in store and in home experiences through their mobile phones. Images and video provide invaluable insights and visualise your consumers' experiences.

Ethnography – observing existing habits & practices to determine compensatory behaviours

Metaphor elicitation – understanding consumers' thoughts and feeling about an experience

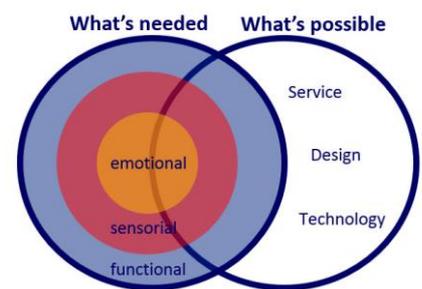
Triadic elicitation – understanding vocabulary and emotions associated with products in the category



Translating Technology

Inspiring Insights are only useful if they can be translated into potential solutions. Our experience working with Design and R&D has taught us that we need to understand the technology levers within the company and also outside.

The sweet spot occurs when we translate Insights into functional needs, identifying the key sensorial signals and also how the consumers want to feel emotionally. This provides technical targets across all touchpoints that designers, engineers and scientists can then create prototypes for.



We welcome any enquiry from any part of the globe! We guarantee when you do contact us that the engagement will be relaxed, fun and thought provoking. We love to solve problems and help people and project teams.



If you are interested in discussing more about your specific needs, please contact :-
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