

Innovation Nation

Drive sales and your brand equity in Australia by reliably identifying your most promising innovation ideas.

Generating business ideas is easy - but identifying the right idea is hard.

By bringing consumer insight into the innovation process early with screening to capture people's quick, intuitive response plus their more reflective assessment, you can ascertain positive alignment and identify the ideas to develop.



Measuring both explicit and subconscious response to your ideas is critical to win

Intuitive associations
+ System 1 approach
+ System 2 approach



understanding how your ideas measure **AND** how you might improve them



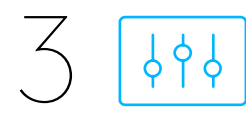
KNOW

which ideas have the most potential to succeed ahead post ideation or brainstorming sessions



GAIN

confidence in how to optimise your innovation by testing claims and benefits



FINE-TUNE

your innovation ahead of launch by testing names, logos, promos, icons, memes, posts.

Did you know that faster response times are indicative of stronger instinctive associations?

Speed of response is a powerful barometer for innovation effectiveness.



4 steps to successful innovation in our changing world to help drive growth



Understand the changing context and changing human needs, desires and tensions to identify a meaningful direction for your brand.



Develop innovations that not only drive sales in the short term but build your longer-term brand equity (a watch out when moving at speed).



Move from an obsession with testing to an obsession with testing and learning.



Use data, tools, technology and expertise to build a learning journey that is right for your brand

Win with meaningfully different innovation



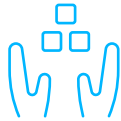
Learn, test and learn



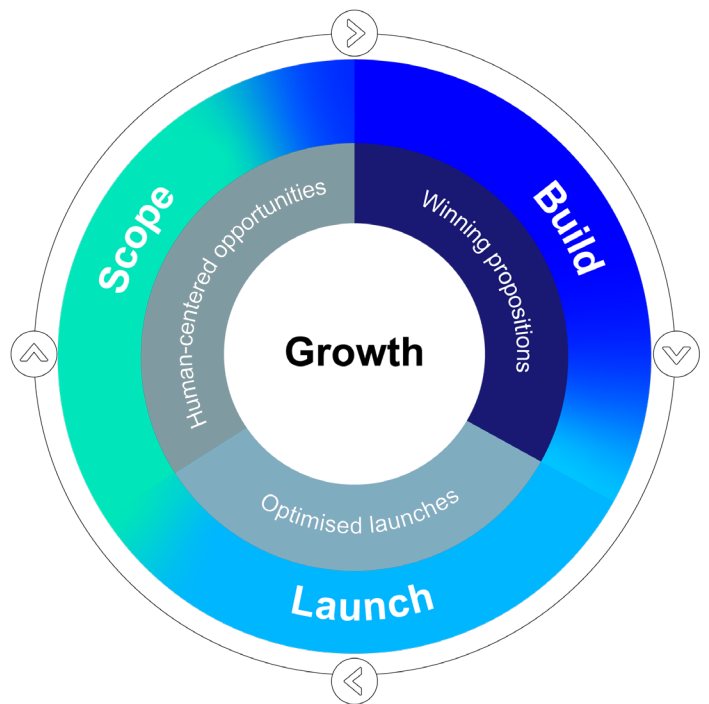
People and context



Brand centrality



Effective execution



Idea eValueate on **Kantar Marketplace** delivers results in hours.

Connect with nikki.davey@kantar.com for insights to navigate innovation decisions to drive brand growth.