



IDEA BRIDGE



GENERATE NEW PRODUCT IDEAS

Inspiring a multi-national consumer packaged goods industry leader to produce game-changing new ideas

THE CONTEXT

This 180 year old consumer packaged goods company has had the #1 leading brand in its category since 1972. With 80,000 employees worldwide, \$31B in annual revenue and 150 million customers around the globe, this giant is the unquestioned leader in its industry.

THE CHALLENGE

With a changing regulatory environment and with customers modifying their consumption behaviours, this market leader was beginning to look vulnerable. In order to survive, and thrive, in this new environment, they would have to create new products to serve their customers. What this client lacked was the framework and skills to generate the groundbreaking ideas they needed to maintain their market leadership.

“The ideation workshop that Idea Bridge introduced to our teams has allowed us to think well outside the box. Through their expert facilitation, we have many ideas to explore in several previously untapped markets.”

MICHAL

Innovation Team Lead

THE APPROACH

Our coaches created and facilitated a series of design thinking ideation workshops that allowed our clients' teams to flourish. With our mentorship, they were able to not only cultivate ideas that were novel and out-of-the-box but they were armed with a process to help them prioritize which ideas they should bring to market first.

Thanks to this approach, our client has now introduced the replacement to their flagship product to customer segments they had never previously considered.

THE RESULTS

The new ideas generated have opened up new revenue opportunities as this consumer packaged goods manufacturer's flagship product continues to suffer declines as customers shift away from it.