

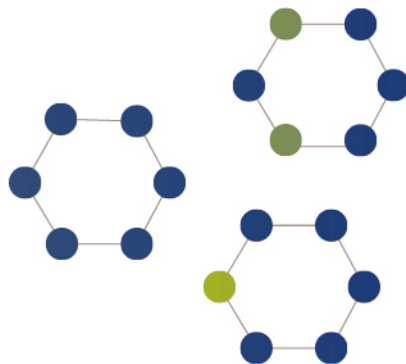
Introducing the GfK Innovation Roadmap

Research Summit Switzerland 2016



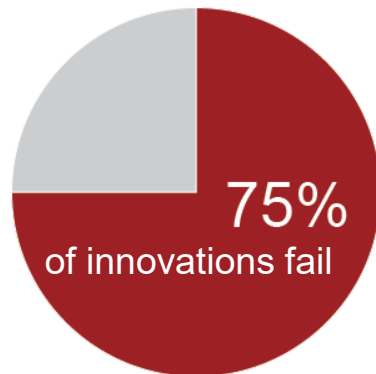
Monisha Sodha / Susann Walda

What are the key business challenges you face?

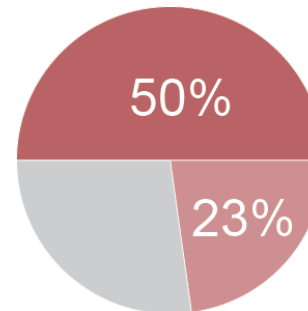


- How are consumer perceptions of the world **evolving**?
- What is **changing** in the market that will influence how my brand is perceived?
- What are the greatest **opportunities** for my brands? My business?
- What innovations best meet **emerging needs**?
- Which innovations do I **take to market**, and **when**?
- What is the **revenue potential**?

Harsh reality: many innovations fail!



of those
that succeed...



- 50%+ don't reach their predicted sales target
- Only 23% remain on the shelves for more than 18 months



Technology driving speed of market evolution

Empowered consumers with evolving needs and higher expectations





Need for strong innovation
pipelines with maximum ROI

GfK Innovation Roadmap is an end-to-end strategic innovation process



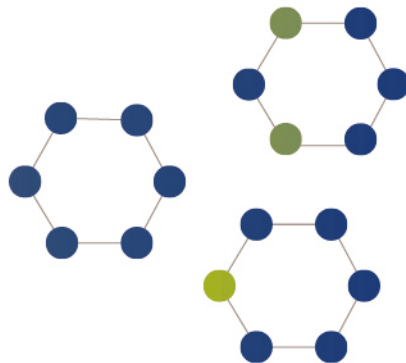
- Predict, define and size future white spaces and **opportunities**
- Develop an **innovation pipeline** of compelling experiences
- Provide a **roadmap** to activate the innovation pipeline
- Deliver higher **ROI** and **success** from your innovation efforts



75%

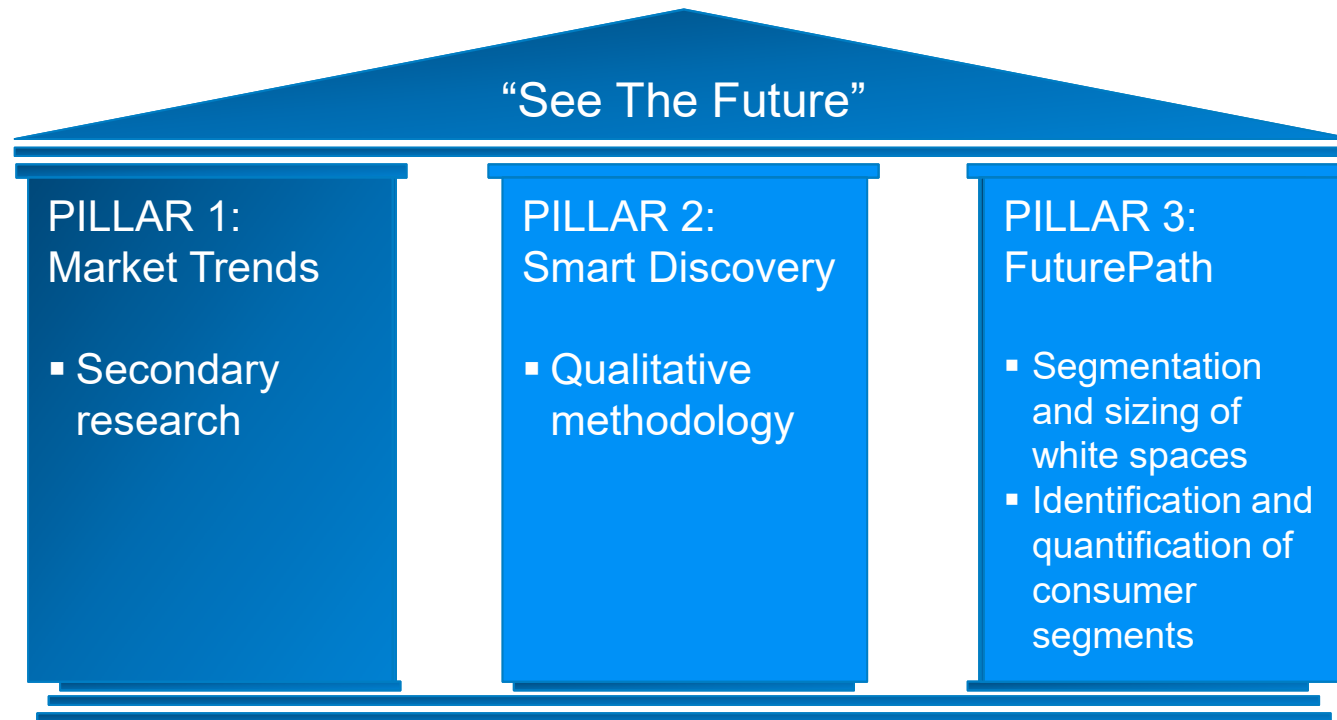
of concepts tested using our strategic innovation process meet or beat launch hurdles – double the industry average

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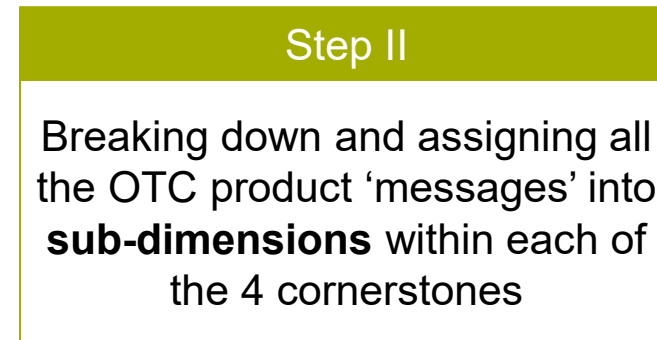


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Example of Research Modules



Where are the current and future product benefits?



Security
"Peace of mind"



Wellbeing
"I feel good"



Gratification
"I'm worth it"



Freedom
"Frees me"



Example of newly launched product messaging



Mom's Kisses - Topical Pain Relief Spray

Produced in Canada by Tebas Therapeutics Inc., new Mom's Kisses Topical Pain Relief Spray with the "soothing smell of lavender" is distributed in Canada in a 59ml plastic spray bottle by Ecoideas Innovations Inc. Label copy states, **"Heals bruises faster - For every mom who knows a kiss isn't always enough."** This product is claimed to contain pure arnica, Montana flowers and essential oil of lavender; to be safe for all ages, to provide rapid absorption, to reduce the pressure on joints from inflammation and to be easy to use.

Output of coding products

Soothing Lotion

For normal, sensitive or eczema-prone skin, this unique formula includes Safflower Oil and Coconut Oil, both scientifically proven to nourish and heal problem skin



Antiseptic Balm

This moisturizing hand balm uses sweet birch and wintergreen oils as traditional antiseptics to ease symptoms of psoriasis and eczema



Minty Fresh Coating

Provides throat soothing and kinesthetic evidence of action



Soothing Forms

Creams, lotions, liquids and balms that soothe as well as distribute active ingredients generate benefits users can feel

Wellbeing

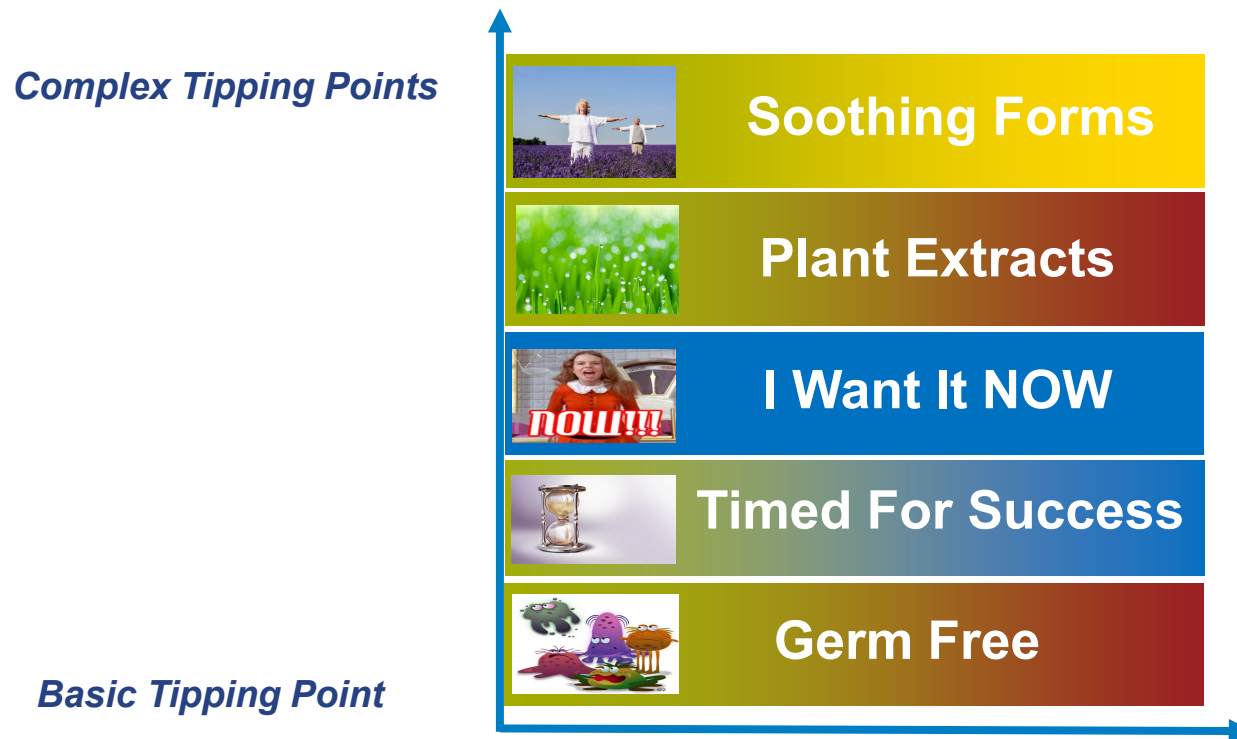


Gratification

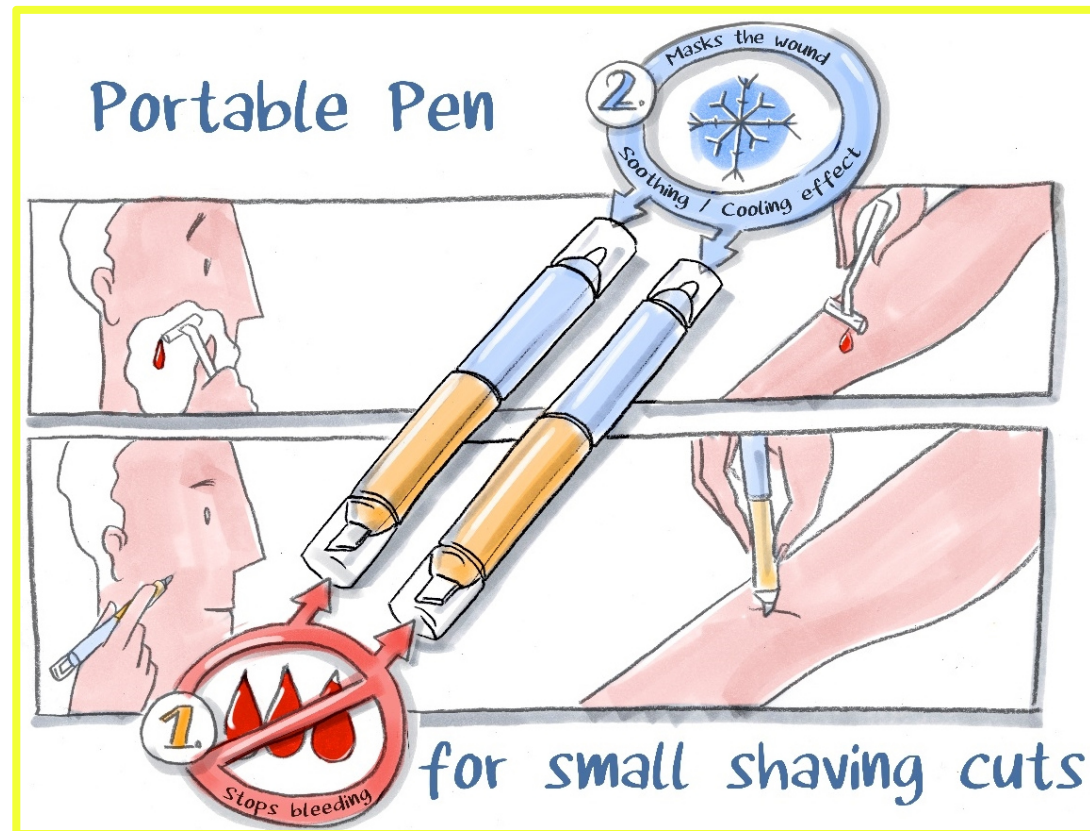
Source: datamonitor.com

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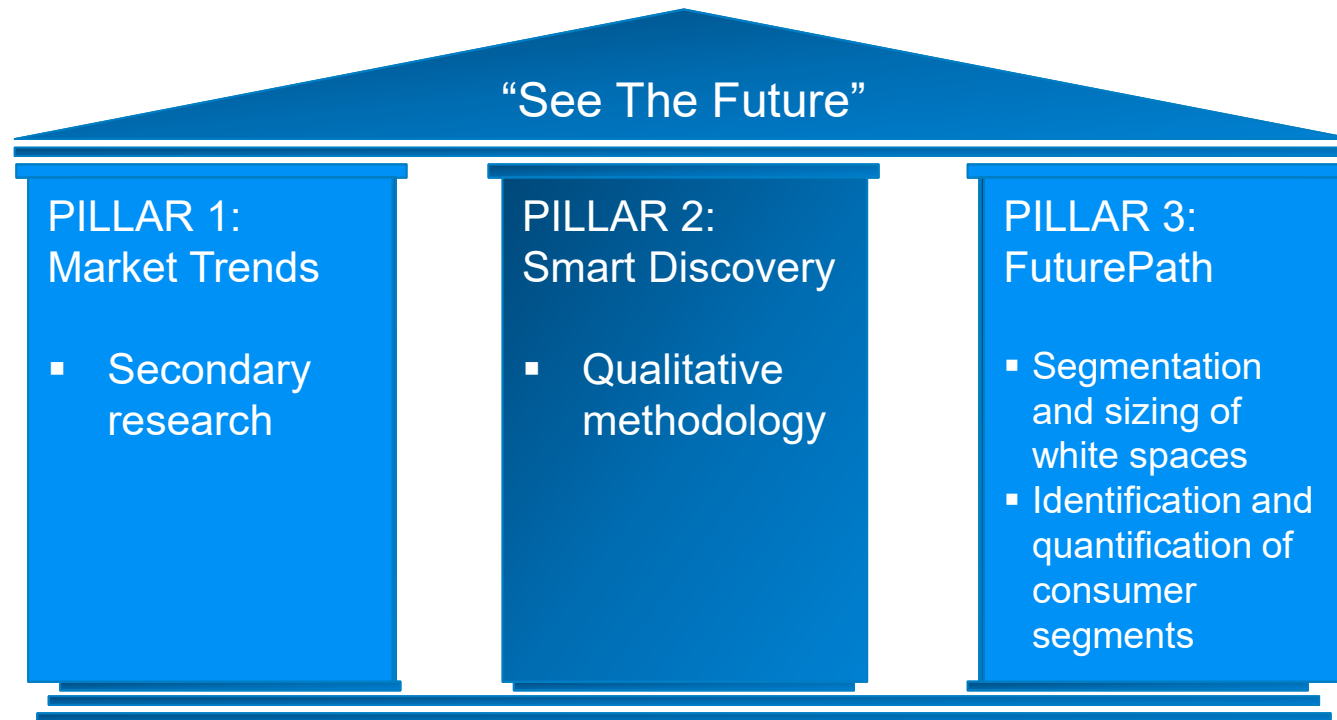
Mapping Potential Tipping Points to Segments



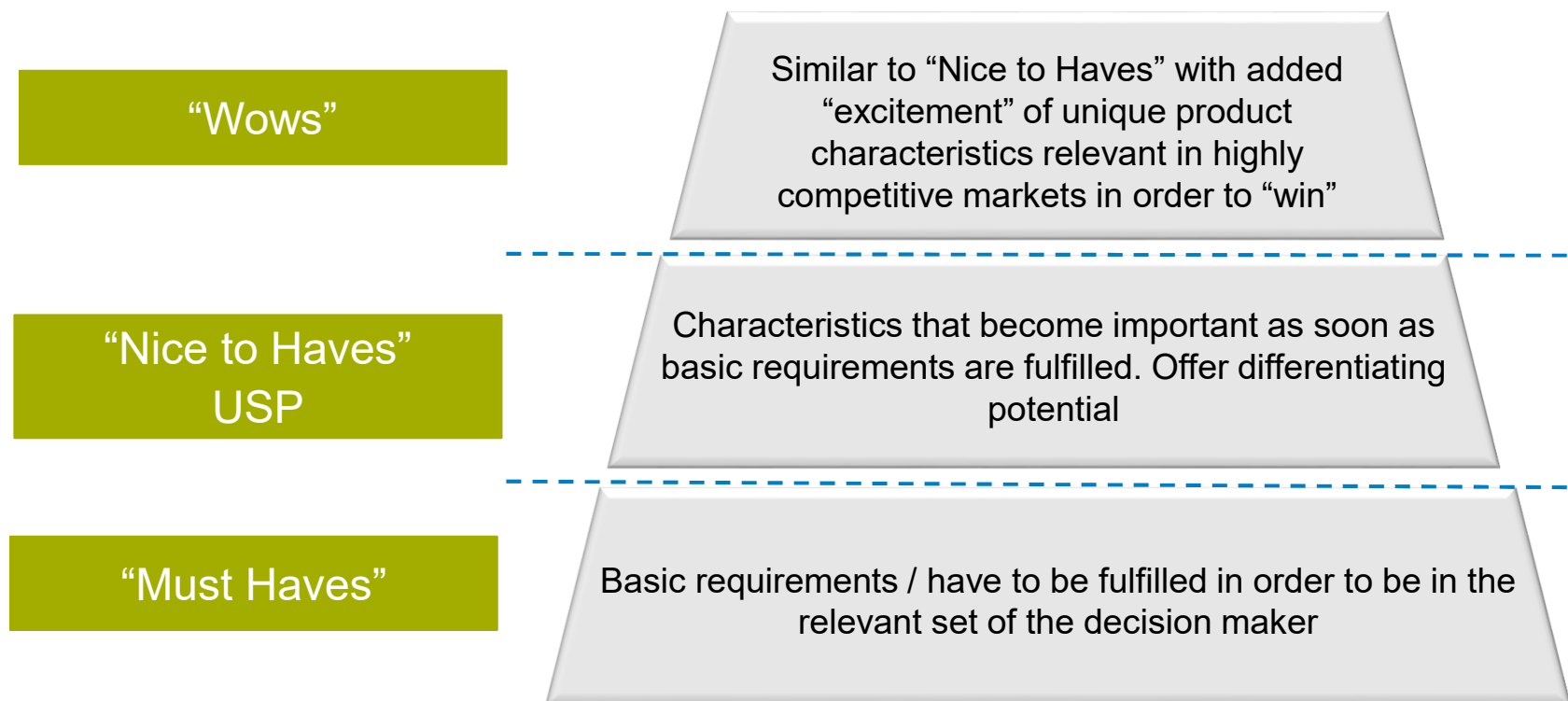
Discover creative concepts



Example of Research Modules



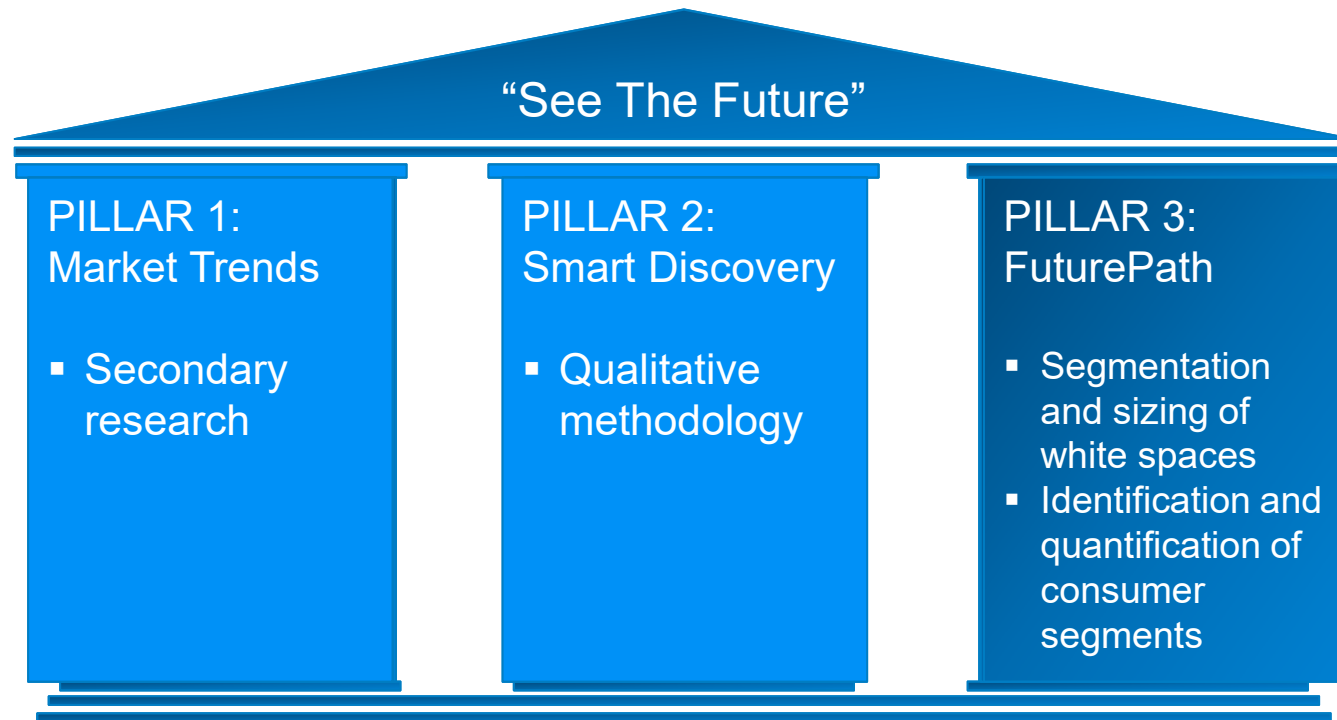
Linking consumer needs with benefits



Consumer needs plotted using 4 Cornerstones

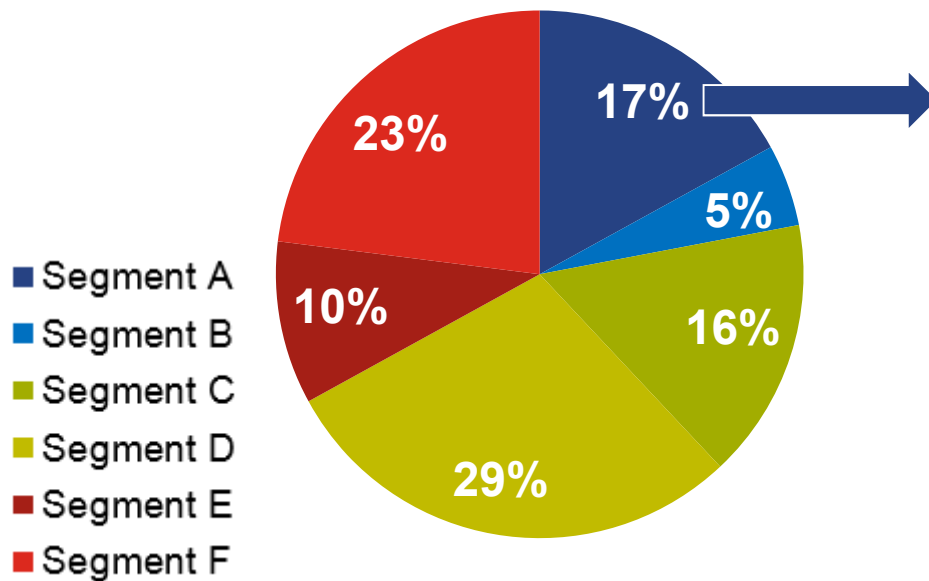


Example of Research Modules



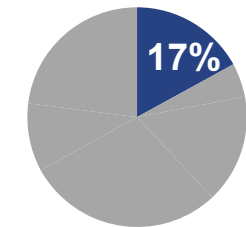
Sizing the market...

...through Online Research...



Innovative Ina

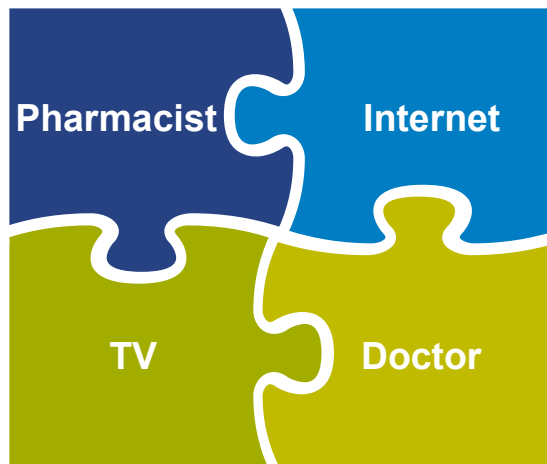
1. Young, dynamic and ambitious
2. Digital Citizen
3. Uses all sources to get health information
4. Willing to try something new if it is interesting



Innovation Platform: Probiotics Plus I

Target

Innovative Ina
~ CHF 40 Mio
(category potential)



Benefit description:

Providing benefits above and beyond basic probiotics that include digestion-related solutions and contain natural ingredients

Platform description:

There is an emerging segment that is open to new ideas and concepts for probiotics. They show interest in potential extensions of probiotics into combinations that include digestion-related solutions.

Innovation paths:



More in One



Do No Harm



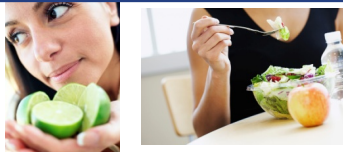
Power of Nature



Pride and Protect

Innovation Platform: Probiotics Plus II

Consumer Insights



- Safety is a key aspect of consumer needs, where a peace of mind and assurance that they being treated in the least harmful or safest way with no allergic reactions is important
 - *"I want to make sure that whatever I take, it is something safe and does not create any allergic reactions"*
- This segment actively uses probiotics for digestion-related problems – digestive imbalance, diarrhea, and food poisoning recovery

Emotional and functional benefits

- Reassurance that products are safe and does not harm the body
- Peace of mind that they are being treated in the best possible way
- Trusting the people around them

Potential plays



Natural components
Removes reason of digestive imbalance
Removes bloating, gassing or spasms in stomach

Rehydrates the body
Quickly stops diarrhea
Combination of probiotic and mineral ingredients



Why GfK Innovation Roadmap?

Innovations that prosper...

- Foresee consumers' **future** needs
- Look **beyond** their sector and the world around them
- Create new benefit bundles that deliver **new experiences** to consumers
- Optimise to meet **different needs** in the different markets
- Manage for all of the factors that **drive innovation** adoption, including timing
- **Align** effectively with corporate strategic objectives

THANK YOU



GfK Health

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