

KANTAR

# Smarter Innovation with Kantar

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# Five ways to ensure successful innovation:

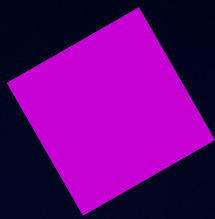
## 1 Use Meaningful Difference as your north star to growth

“Innovation has a huge role to play in driving our business and maintaining our brand as relevant, we are always looking for ways to expand the brand in a way that speaks to new consumers and that addresses unmet needs.”

Eugenia Zalis, Global Head of Marketing and Brand, OREO

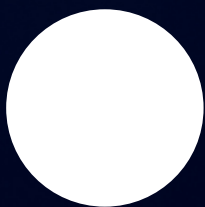
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We use meaningful difference as our north star  
when innovating at every stage of the process



### Meaningful

Does the idea/model/pack make the brand more meaningful by improving brand affinity?



### Different

Does the idea/model/pack help differentiate the brand by making it seem unique?

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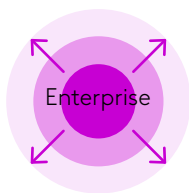
## 2 Fuel the imagination

“Without curiosity about what our customers want, we develop blind spots about our business. Blind spots are tension points that our competitors or some eager entrepreneur will only be too happy to exploit.”

The Curiosity Muscle: Kandar and Fromm

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**To design successful innovations we need to look inside out to really understand our category and consumers**

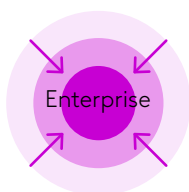


### Looking inside out

A deep understanding of what's happening in the market landscape, what consumer pain points exist and what workarounds consumers are already creating to navigate those.

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**But to really stretch our thinking we also need to look outside in to understand how culture and trends are shaping the future**



### Looking outside in

Outside in thinking, exploring the future and culture, challenging the definition of the category to optimise what foresight or trends can inform how needs might change and how innovation might be the solution.



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## 3 Build confidence and momentum

“It’s a myth that people love new ideas, the key to getting new ideas accepted is to frame them in a way that minimises threats to the establishment whilst emphasising the benefits to all stakeholders.”

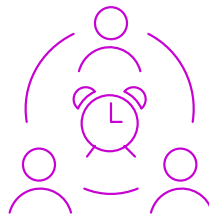
Steven Hoffman, *Make Elephants Fly*

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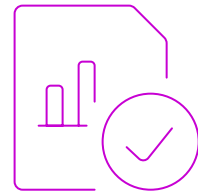
**Demonstrate an 'intrapreneurial' mindset:** bring the business along with you on the journey and build a culture of thinking differently



**Align  
motivations**



**Collaborate cross-  
functionally early**



**Be brave  
with data**



## 4 Learn, test and learn

“Learn, test and learn through a smart, iterative hypothesis-based approach to innovation that involves exploring critical assumptions and the creation of minimum viable or lovable products addressing real consumer tensions, exposing these to people with the directive to tweak, pivot, persevere or abandon at pace, to drive sustainable growth.”

The learn, test and learn philosophy

**You need an obsession with learning. Successful innovators invest their energy differently.** They also appreciate speed isn't linear.

### Scope: **Learn**

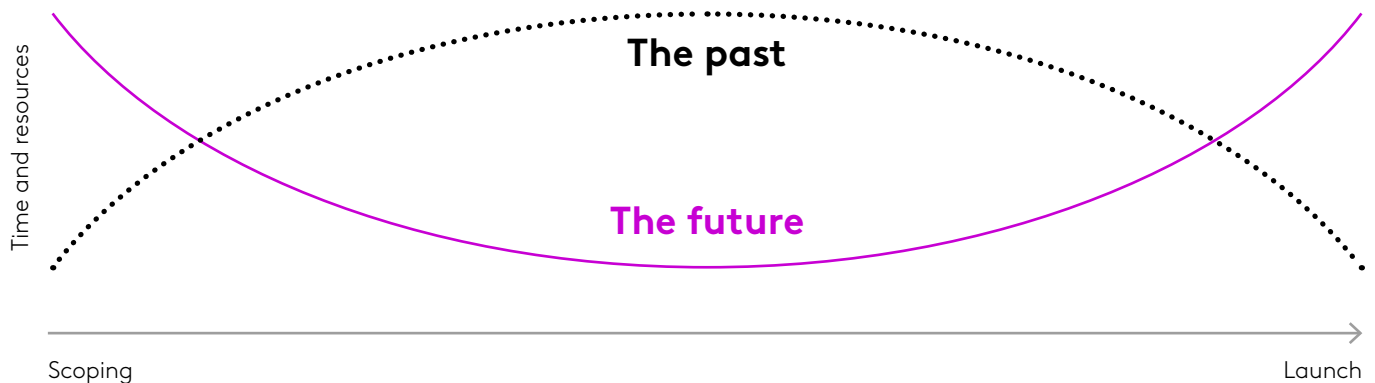
Prioritise strategic opportunities grounded in deep human understanding

### Build: **Test and learn**

Develop minimal viable products through a series of agile experiments

### Launch: **Learn**

Optimise your marketing mix in real time pre and through launch



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## 5 **Execute** effectively

“Great innovations deserve great advertising. And to that end, innovators must create their own red thread and make sure that their innovations **Meaningful Difference** is inextricably linked to the content used to launch it.”

From *Connected Innovation* (Kantar)

**Place strong focus on activation  
and go to market impact**

**Meaningful Difference is your  
connection to great activation**

Ensure that your brand DNA is  
strongly embedded in your activation

**Don't launch and leave,  
launch and love**

Too often innovation fails,  
not because it is a bad  
idea, but because real world  
execution has not been well  
thought through



Want to learn more  
about how we can  
help you ensure  
successful innovation?

**Only Kantar can bring together the combination of deep expertise, behavioural and attitudinal data, powerful tools and consultative mindset needed to fuel better innovation.**

Please reach out if you'd like to find out more:

**Michelle O'Mahony**

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“Change is the dominant legacy of future disruptions. The business imperative is to figure out what will change and what will continue as before.”

J. Walker Smith, Chief Knowledge Officer, Kantar