INSIGHT IS THE MOST CRITICAL COMPONENT OF COMMUNICATION.
In a world of parity, transformational insight wins.
OUR PRODUCT IS BETTER.

YOU JUST HAVE TO TRUST US.
HAS BEEN ABDUCTED.
QUICK QUIZ!

Which of the following is an insight?

A. My teeth always feel so clean when I come from the dentist.

B. My toothpaste should clean and whiten at the same time.

C. Wouldn’t it be great if you could get that dentist clean feeling at home?
The Most Common Insight Imposters

- Universal Truth
- Marketing or Customer Wish
- Product Focused
- Focus Group Quote
“I NEVER KNEW I ALWAYS WANTED THIS.”
A unique, fresh understanding of your target’s beliefs that, when leveraged, has the power to genuinely change their behavior.

After communicating your insight, your target should feel a bit of tension – surprised how well you know them and eager to hear more of what you have to say.
YOU DON’T GATHER INSIGHT. YOU ACHIEVE IT.
Insight is even more critical in the high stakes world of innovation.

Insight has been abducted. You don’t gather it, you achieve it.

Yet insight is notoriously de-prioritized.
Most innovation is driven by one of the following:

- Trend Chasing
- Reacting to Competitors
- To Fill the Pipeline
We call this:

Limping Into Innovation
Innovation Initiatives that CHASE trends or REACT to competitors typically result in more of the same:

Contributions to the white noise of crowded categories.
We define **INNOVATION** as…

**PRODUCT**
Identifying new products, optimizing current products or packaging

**PEOPLE**
Identifying new target audiences for new or existing products or services.

**POSITIONING**
Identifying opportunities for brands to capitalize on white space.
Battling forces: Insights vs. Ideas

We usually see one of three scenarios:

No insight, but lots of ideas

Ineffective insight, but lots of ideas

Lost insight, but lots of ideas
Battling forces:
Speed vs. Quality vs. Cost

The lack of insight produces a domino effect:

• No insight
  – nothing to drive the process
  – nothing to guide the process
  – no measure of success

• The window of opportunity for white space is fleeting. Starting over is expensive, time consuming and not always an option. It becomes a battle between speed, quality and cost.
How do we solve for this?

1. PRIORITIZE INSIGHT
   Make a commitment to only accept true consumer insight.

2. INVITE THE CUSTOMER
   Infuse the customer into the innovation process to ensure insight is prioritized.

3. FAIL FASTER
   Identify, weed out and/or optimize the bad… so that you can focus on the good.
Inside-Out Innovation marries your company’s internal expertise with external consumer insight throughout the entire Innovation process.

**DISCOVER**
- Information Harvest
- Ethnography
- Quarterly Inspirational Innovation

**DEFINE**
- Platform Creation
- White Space Identification

**DEVELOP**
- Ideation
- Rapid Prototyping
- Co-Creation
- Experience Strategy

**DELIVER**
- Positioning
- Prototype Optimization
The Brädo Innovation Lab

The Brädo Innovation Lab is a mobile prototyping suite designed to facilitate rapid prototype generation and optimization.
The Brädo Innovation Lab

Follow the Insight    Fail Faster    Seize the Moment
Let’s put it into practice.

Workshop: Reverse Engineer the Insight
The Play and Treat Turtle

How did we get here?
What is the BENEFIT?

What is the RTB?

What is the INSIGHT?
Stop by our booth for a chance to see
The Innovation Lab in person!