

BIG IDEA



Optimizing the impact of innovation by creating a winning communication platform for advanced technology

OPPORTUNITY THINKING principle

Big ideas emerge when we tap into both the best of individuals and the best of teams.



BIG IDEA



CHALLENGE

- The North Face, in collaboration with NewEdge, had built a strong technology platform based on consumer and ecosystem insights.
- However, the technology's benefits proved difficult to uniquely, concisely communicate.
- The challenge was how to maximize the impact in the marketplace as The North Face needed to develop a product concept that was relevant and differentiated.



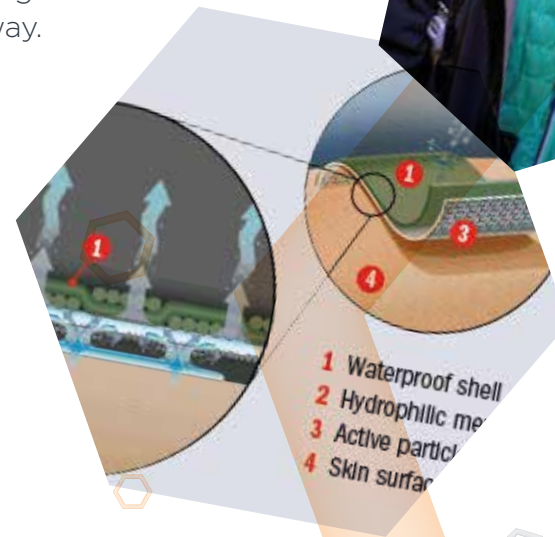
SOLUTION

- Use a Rapid Brewery™ approach to rapidly build, test, build a series of concepts that would connect with consumers and foster internal buy-in
- Convene a cross-functional working session with The North Face product, marketing, and advertising specialists as well as external industry experts, to ground the team in consumer need states and the competitive landscape.
- Create potential concepts defined by:
 - Consumer tensions / benefits
 - Product description and benefits
 - Reasons to believe
 - Visual representations
- Vet and further enhance the concepts with lead consumers, refining at multiple points along the way.

OUTCOMES

In 6 weeks the joint NewEdge-The North Face team had:

- 12 distinct concepts that were qualitatively tested in two lead cities.
- Aligned the product development and merchandising briefs to focus on the most promising consumer target.
- Developed a final winning, market-ready concept for launch in 2012



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