

BIG OPPORTUNITY



Exploring opportunities and partnerships from novel technology to breakthrough platform in only four weeks.



OPPORTUNITY THINKING principle

Visualizing opportunity gives us a map with which to launch a journey.



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CHALLENGE

The North Face had identified a unique, potentially game-changing, technology but there were big questions that needed to be addressed:

- How big can it be?
- Are the benefits recognizable?
- Are the benefits relevant, and to whom?
- How can it be differentiated from the competition?

“What I found great about NewEdge’s approach was how we continuously brainstormed ideas and immediately filtered them down to something we could all agree upon and workshop again. The cadence of the workshops and tools really helped us capture our ideas, manage challenges and define solutions.”

Danny Harkin, Director of Product Strategy & Process

SOLUTION

Use a Rapid Brewery™, a highly iterative, cross-functional approach that drives creativity, co-creation, and decision-making – to build a robust platform strategy.

- Address TNF’s primary strategic challenge to foster bigger thinking about what the technology might bring.
- Use a combination of technology benefits and consumer insight to develop a robust Opportunity Landscape™ – a series of product, segment, and marketing-based platforms – visualized them, and co-created with consumers and ecosystem members.
- Refine and prioritize the platforms based on how well they address the strategic challenges.

OUTCOMES

In four weeks the joint NewEdge and The North Face teams:

- Built the FlashDry™ platform – a unique, powerful and defensible position rooted in consumer and ecosystem insights.
- Determined that the potential benefit across several of the strategic challenges – brand, communications, segmentation, product portfolio, and growth targets – was significant enough to warrant an exclusive relationship with the technology partner.
- Revealed previously unseen insights to prime TNF for concept and messaging development.

