

Have we forgotten the 'P' in NPD?

It's time to rethink how we develop and research new products



Three observations about NPD today



1. Today's NPD is more focused on **concept** than product development



2. Increasingly, the product seems to be **overlooked** in favour of the positioning



3. Detailed concepts often give a **false read** on the true reaction to a new product



1.
Today's NPD is
more focused
on **concept**
than product
development

With a decreasing amount of time allowed to prove
new product success on shelf,
tighter marketing budgets,
and fewer (younger) people watching traditional
media...
brands simply can no longer rely on big advertising
budgets
to explain and position their products

Yet, when it comes to product development,
we still seem to focus all the attention
on fine tuning the concept
and overlook the reality of this
communication challenge.

Instead of disciplining ourselves to develop
product stories that are able to be clearly
communicated³ on pack



2.
Increasingly the product seems to be **overlooked** in favour of the positioning

Another outcome of this concept led comm's/advertising approach to NPD is that there is often less emphasis on the product.

The assumption being that the appeal of the positioning will ultimately deliver sales

Our concern is that the end product doesn't always live up to the promise of the positioning.

The long term result is a growing mistrust, with the consumer attitude increasingly becoming
– *'that's just marketing'*



3.
Detailed
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Of course exploring and developing NPD ideas is never the same as evaluating finished products, - with 20 years of research experience, B&B completely understands this difference!

Yet we regularly see methodologies that are so far removed from how people ultimately experience a new product, should we really be surprised at the disconnect between the reactions to a 'winning' NPD concept, and the new product itself?.

We should be exploring NPD ideas in a way that reflects how people are actually going to experience a new product, not a detailed concept statement outlining an insight, product description, benefit statement, reason to believe, pack size, price and flavour description?



3. Detailed concepts often give a **false read** on the true reaction to a new product

This 'conceptual' approach asks people to process so much information (usually in written form) - it's just damn confusing.

Respondents spend their time trying to comprehend what they are reading, rather than intuitively reacting to the idea.

Again, these detailed concepts assume people will have perfect knowledge of the product in the real world and react accordingly.

This approach also interferes with the researchers ability to explore how people interpret the different components of the product idea, potentially missing new positioning directions.

In summary...

We believe the now ubiquitous 'concept' approach to NPD has gone too far - so we set about reinventing how to approach nPd research.



1

2

3

**People ultimately buy products, not positioning's.
If we want intuitive reactions, we need to understand
how people will 'experience' a positioning
– the product and its presentation**

Using 'packcepts', not concepts

Positioning's are reflected as conceptual pack designs.
Exploring intuitive reactions to these packcepts, then
understanding the fundamental drivers of these reactions:

1. The image that the pack conveys (words, pictures)
2. Interpretation of the product offer – the 'message' take out, product understanding, and point of difference
3. Where would it 'fit' in their lives, the role it plays, and the competitive set



**We have to stop there!
For an detailed look at our
NPD Packcept methodology
and how it can help your business
please contact us
(margoc@butter.com.au)**

Read on for the 4 benefits of this
methodology...



Summing up the key differences and benefits of this nPd approach

1. While the positioning remains at the heart of the process, we make that positioning tangible - by presenting it in the way people most commonly interact with positioning's - the pack
2. When people encounter a new product, they *feel* a response – they don't *think* a response. This engaging & fun methodology sets out to emulate this real world experience
3. As the respondents are more actively involved in creating the product rather than just responding to what we put in front of them, the process takes NPD ideas in new and often exciting directions, it is a more thorough way of exploring new product opportunities
4. As a result of being developed *by* respondents, their expression of the insight is often more powerful - because it's more human.



This article is based on
B&B's knowledge and
experience in NPD over the
past 21 years



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