

Have we forgotten the 'P' in NPD?

It's time to rethink how
we develop new products

Packcept Case Study



Three observations about NPD today:

1



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

- NPD is often focused on fine tuning detailed concepts instead of exploring the core product idea & positioning approaches that can be clearly communicated on pack

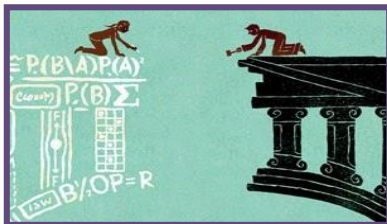
2



Rather than being at it's core, increasingly the product seems to be **overlooked** in the NPD process

- With the end product often not living up to the positioning promise

3



Detailed concepts often give a **false read** on true reactions to new products

- They assume perfect knowledge
- They ignore/overlook for potential of misunderstanding
- They are so prescriptive that they forgo opportunities to take ideas in new directions

We believe the ubiquitous 'concept' approach to NPD has gone too far, so we would like to propose an alternative that aims to put the focus back on the 'P' in NPD research



The case for change

People ultimately buy products, not detailed product concepts.

We should be exploring NPD ideas in a way that reflects how people will actually experience the new product, not detailed concept statements outlining the insight, product description, benefit statement, reason to believe, size, flavour, price, etc,

Premium Chocolate Decorations
Impressive Chocolate decorations made from Award Winning Premium Chocolate

I like to bake and am excited to try out impressive new recipes and treats for friends and family. I really could do more to decorate them, but making decorations is fiddly and I never have the time left after baking from scratch.

Introducing **Premium Chocolate Decorations**. Made with Award Winning quality chocolate, with a high gloss finish, these real chocolate decorations are sure to impress your friends with their professional look and rich chocolate taste.

Put the professional finishing touch on all of your finest cakes and desserts with **Premium Chocolate Decorations**.

Available in 3 varieties with professional style shapes and designs inside every pack:

- 70% Cocoa Premium Dark Chocolate
- Premium Milk Chocolate
- Premium White Chocolate

Available in the cake decorating section of your supermarkets at an RRP of \$7.99 for 30 decorations.

versus



Packcepts not concepts

If we want real, intuitive reactions to NPD, we need to start with stimulus that is indicative of the end result

Stimulus that represents the product idea in a way that is closer to what consumers will ultimately buy

Which is why we prefer packcepts to concepts



Developing Packcepts

Positioning's for a new product idea
are reflected as *conceptual* pack designs (packcepts)

All the elements of a traditional concept are reflected as elements on a pack

Territory	BOP Copy	BOP claims	Taglines	Brand Names	Design
Nature's cycle V2	European folklore says that squirrels stayed lively when all else slumbered at winter's end. Looking for the source of their joy, ancient tribes discovered [redacted] Now, it's yours to love too.	<ul style="list-style-type: none"> • European tradition • [redacted] 	<div>[redacted]</div> <ul style="list-style-type: none"> • Turn over A New Leaf 	<ul style="list-style-type: none"> • Leaf-hopper • Shadowtail • [redacted] • Ekorre (Squirrel) • Woodpecker 	<div>[redacted]</div> <p>Jester / caregiver</p>

MOOD BOARD TERRITORY 4
STRAIGHT FROM NATURE

kasvi (Plant) ote (Landscape) luonto (Nature) neste (Liquid) botanika hõllõv



We use packcepts like concepts



1. We start with their overall thoughts and reactions
 - Overall reaction to and understanding of, the idea (incl. perceived benefit, competitive set, etc.)
 - Preferences for & reaction to the individual packcepts
 - Drivers of liking/disliking for **each** individual packcept
2. Then explore reactions to individual elements (brand, description, etc.) & optimise
3. Exploring the more detailed elements of the marketing mix (formats, sizes, pricing, etc.)
4. Finally developing an insight and benefit





Online facilitates this process

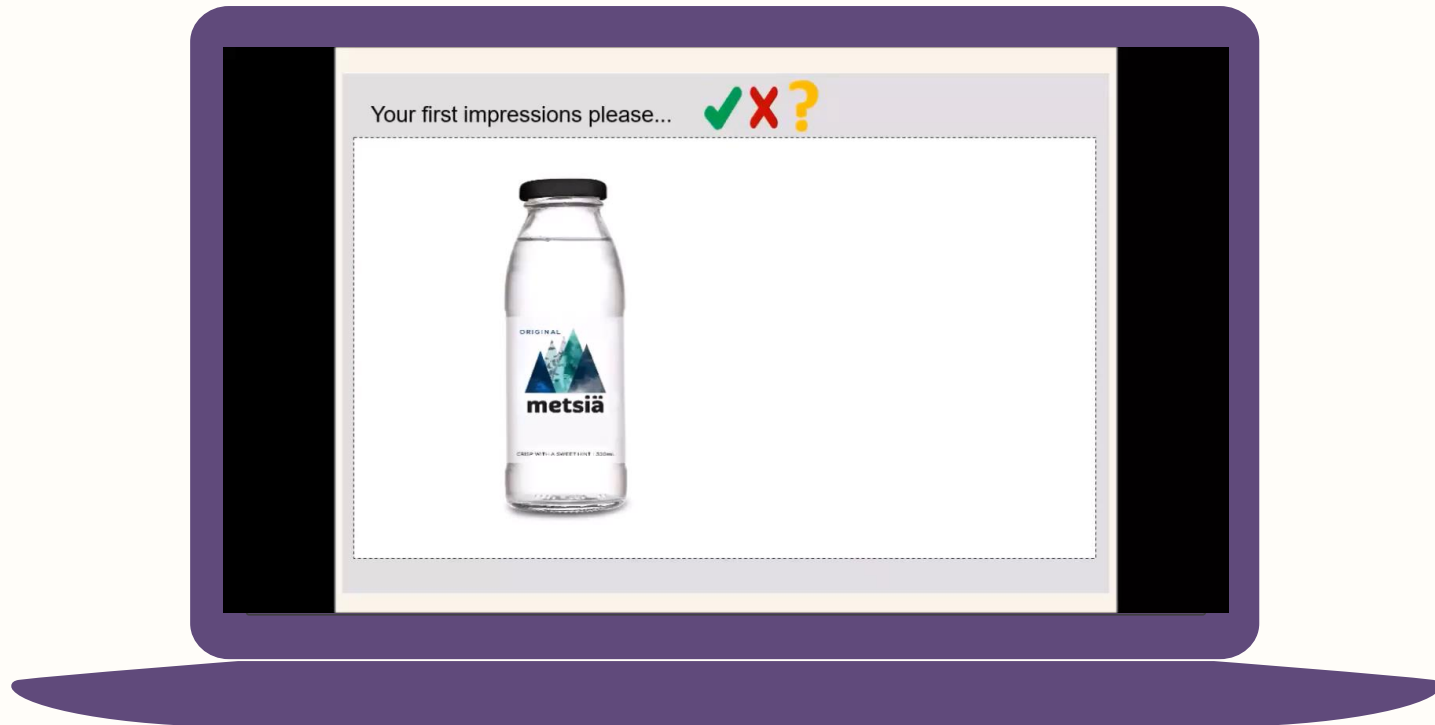
We utilise B&B's Aha! Online platform:

1. Avoids any group influence
2. Greater depth in responses ~ deeper understanding
3. Specific tools which allow respondents to not just respond to, but to also create their own pack, resulting in far greater engagement

Let's walk through how the process works...



The Packcept Process



To recap the five-step 'packcept' process

Step 1

Overall reactions both the overall idea
And the individual 'packcepts' themselves

Step 2

Deconstruction & Reconstruction of key elements

Step 3

Claims, range, price details, etc.

Step 4

Developing the insight

Step 5 (optional)

Further refinement – have we got this right?





LEVEL 3
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NEUTRAL BAY, 2089