

Case Study: Rapid Responses to 'Big Box' Opportunities

YourEncore delivers new category from concept to shelf in one year

Challenge

A leading nationwide retailer approached a consumer goods company offering shelf space if the company could provide new product concepts within 6 weeks. The company had new technology but little capacity to respond to this ad hoc request.

Solution

The client engaged YourEncore, which assembled a five person innovation team to accelerate the initiative. Working in partnership with the client, YourEncore developed an innovation plan to deliver consumer validated products, including packaging and POP concepts. The plan included:

- Competitive landscape
- Consumer insights, including shop-alongs and ethnographic studies
- Consumer product testing / research



RESULTS

CONCEPT TO MARKET IN 12 MONTHS

Hit 6 week deadline

Achieved highest consumer scores

Avoided time and \$30 - \$50K outside ethnography study

Able to go from design straight to manufacturing

Selected by Meijer for 2014
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Expanded client's brand into new category & consumer