

Case Study: Accelerating Innovation

YourEncore accelerates qualification of beauty care product concept by 6 months

Challenge

A leading consumer company had an impressive inventory of new product concepts, but lacked resources to qualify concepts and determine which to pursue.

Solution

YourEncore assembled a team that included veteran-level experts in product research, consumer insights, supplier networks, package design, and marketing to review concepts and make recommendations.

Results

YourEncore qualified the new product in one-third the time which accelerated their time-to-market by more than 50%. Furthermore, the product was fully tested and refined to align with consumers' true needs without burdening internal resources.

**"You did in 9 weeks
what would have
taken us 9 months.**
*YourEncore not only
delivered, but exceeded
our expectations."*

- Client Company Executive