

Cuckoo Case Study

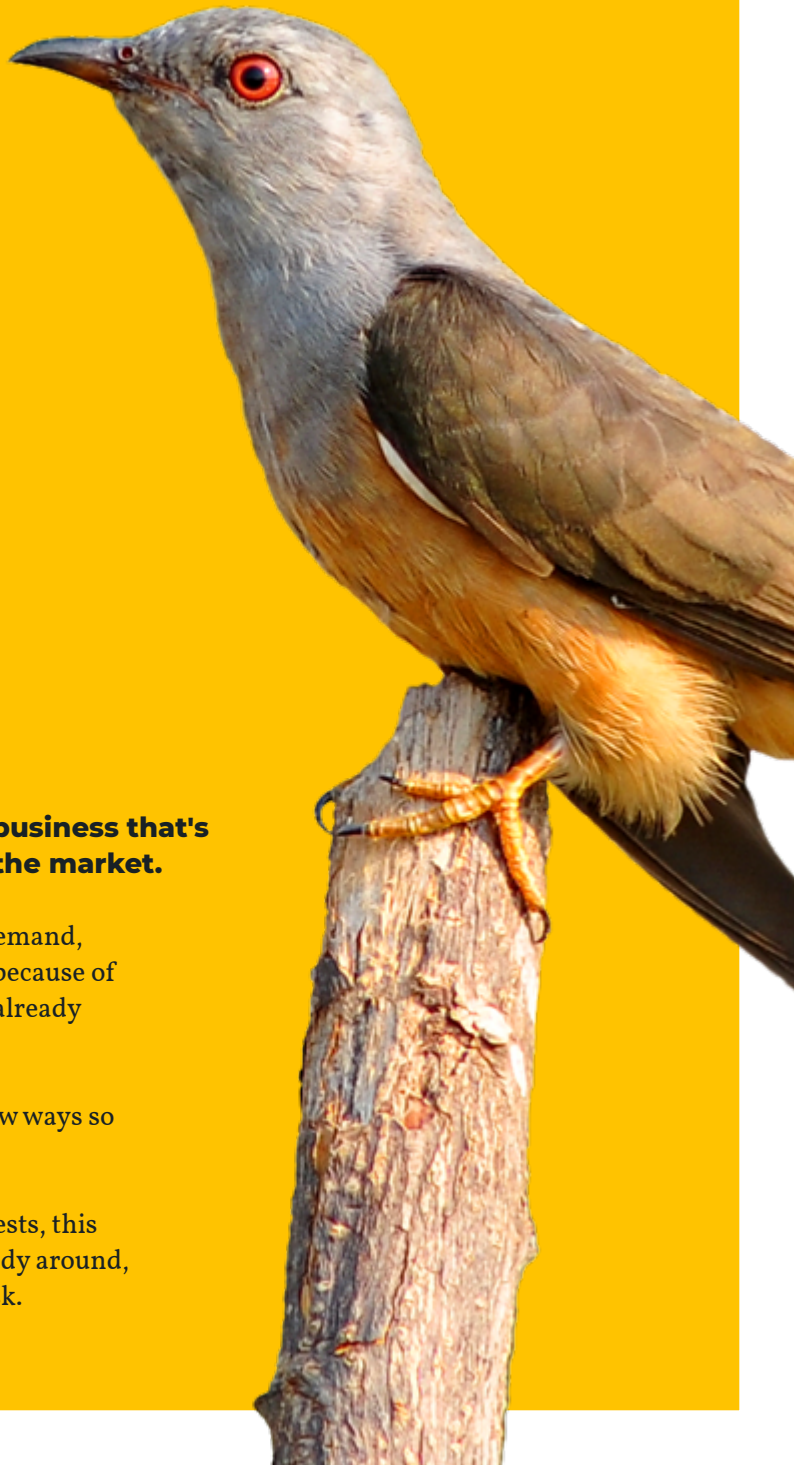
WHAT'S A CUCKOO PRODUCT LAUNCH?

A Cuckoo product may be new to the business that's launching it, but it's likely not new to the market.

Tech companies often capitalise upon known demand, believing people will buy a product from them because of their strong brand reputation, or because they already provide clients with similar services.

They also package up existing capabilities in new ways so as to better appeal to customers.

Like a cuckoo that lays its eggs in other birds' nests, this type of product takes advantage of what's already around, and repurposes it to save time and minimise risk.



The Client

A mid-size UK telecoms provider was looking to launch a converged communications product. It would be a combination of some new, but mostly pre-existing, services.

Research

The research was focus group led. We asked people what they thought about having all their telephony delivered by one provider and on one platform.

It soon became clear that the term 'convergence' wasn't well understood in the market. Our audience didn't think about the ways in which they made phone calls, they just made them.

We found that mobility was king. Mobility is a powerful reference because it's flexible and able to move. Mobile says 'productivity' in a way that back-end CRM integration doesn't. This insight blossomed over time, repositioning the product entirely.

Convergence meant nothing, but mobility (the intrinsic benefit of a converged network) meant everything. So we stopped talking convergence and started talking mobility. Simple!

Strategy

The research showed us which features and capabilities resonated with people, so we prioritised and deprioritised accordingly.

Instead of 36 features combined in multiple ways, we created finite packages, which were much more efficient for the business, as well as simpler for customers to understand.

Its overall functionality didn't change, but we calibrated bundles and solutions that would suit the market and be as appealing as possible. The bundles would be consumed by different types of organisations – so the product needed to speak to different needs.



Visual Identity

The new product had to look like it was a part of the overall brand. But beyond that the design piece of this project was largely functional. The real focus was on marketing and how the bundle would be presented to potential clients.

This strategy is quite common and has some real practical advantages, even though it may sound a bit uninspiring. The biggest danger when looking at a new product or service is that, in the interest of standing out, the new offering breaks brand rules and starts to look out of place. If you do that a couple of times, your solutions may look like a box of tricks, rather than a suite.

Unless that's a deliberate part of your brand strategy, it's not a great place to end up. There's a real skill, from a creative perspective, in getting new products to fit, but with just enough identity to be distinctive.

Outcome

Mobile and convergence communications services were pervasive in the market – the company took existing knowledge and network capabilities and presented them in a new way.

This strategy worked perfectly for the telco. Customers understood that what was on offer was an evolution, not a revolution, which provided assurance and removed barriers to sale.

THANK YOU FOR READING

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