



Imaginators[®]

New Product Ideation Unleashed

The Change Imperative

An organization's ability to survive is defined by its capacity to adapt and create. Companies must continuously adapt to changing markets, changing technologies, changing economics, changing politics, and changing consumer habits and attitudes. New products are adaptations to change and agents of change. No company can long survive without successful new products.



The Human Imagination

New product ideas spring from human imaginations, human experiences, and human needs. The ability to imagine unique new product ideas is called "idea-centric creativity." Some individuals are 10 to 20 times more creative than the average person in coming up with new product ideas. At Decision Analyst, these creative geniuses are called "Imaginators®." They rank among the top 4% of the population in idea-centric creativity. To build and maintain our panel of 2,000 Imaginators® over the years, we have tested more than 200,000 consumers for idea-centric creativity. Imaginators® receive ongoing creativity training to enhance their natural creative abilities. At the completion of each ideation project, the creative contributions of participating Imaginators® are scored, and only the top performers are retained so that the Imaginators® panel continues to grow in creative ability over time.



Real-World Experience

Creativity anchored in real-life experiences and real consumer needs is most likely to produce relevant and meaningful new product ideas. Each ideation session typically includes a majority of Imaginators® who have experience in buying and using the targeted product category. A few nonusers are often included for outside perspective and added stimulus.



More Than New Products

The combination of creativity and relevant experience can be applied to much more than developing new products.

Decision Analyst's Imaginators® can also help create new:

- Strategy concepts
- Advertising slogans and themelines
- Advertising concepts
- Strategic positionings
- Branding strategies
- Brand names
- Promotion concepts
- Packaging ideas
- Display and point-of-sale ideas
- Product improvement ideas



Applied Creativity Process™

Decision Analyst's proprietary new product ideation process involves seven phases:

1. **Alignment Meeting.** Client involvement and participation are essential to success. All stakeholders (senior executives, marketing, R&D, engineering, etc.) participate in upfront alignment meetings with Decision Analyst's project team. Objectives are agreed upon, boundaries established, and starting points predetermined.
2. **Focused Ideation.** Imaginators® generate hundreds of relevant new product ideas and idea fragments. An online ideation session involves 20 to 50 Imaginators® who participate over several days, while in-person ideation involves 8 to 10 Imaginators® who come together for an all-day session. A series of creative exercises and interactive processes stimulate the participants' natural creativity. A typical ideation session produces 500 to 600 new product ideas and idea fragments.
3. **Expansion and Development.** Next, Decision Analyst's project team sorts through, brainstorms, combines, and builds upon the ideas generated. A project team typically includes a copywriter, a researcher, and a marketing expert. Their goal is to create 15 to 25 first-stage concepts—with working names, written descriptions of features and benefits, and supporting illustrations (as needed).
4. **First-Stage Concept Review.** The project team submits 15 to 25 first-stage concepts to the client team and works with them to select a smaller number (5 to 10) of the best and most feasible concepts.
5. **Qualitative Refinement.** Final first-stage concepts are qualitatively reviewed by 12-15 target market consumers from Decision Analyst's worldwide panels to learn how to improve the concepts.
6. **Final Concept Editing and Artwork.** The project team hones and polishes each concept until it is a true and accurate portrayal of the new product idea, including copy and artwork.
7. **Test-Ready Concept Review.** Final concepts are presented for client review before conducting the consumer research that will measure market potential.

Corporate Ideation Sessions

In-person ideation sessions among salespeople, R&D professionals, marketing executives, engineers, researchers, etc., are often included in ideation projects. The expert knowledge of corporate employees, combined with Decision Analyst's Applied Creativity Process™, often leads to breakthrough ideas. Corporate ideation sessions can be enriched at times by mixing in a few Imaginators®.



Why Decision Analyst?

Decision Analyst is a marketing research and analytics consultancy with clients throughout North America, Europe, and parts of Asia and Latin America. The firm has been deeply involved in new product research and development for over 40 years and has played major roles in the development of personal computers, digital watches, electronic games and educational toys, cell phones, new vehicles, new retail and online business concepts, and new food, beverage, and household products. Decision Analyst can help improve and accelerate your company's new product development efforts. If you would like additional information, please give us a call at 817-640-6166.



604 Avenue H East
Arlington, TX 76011-3100, USA
1-817-640-6166 ■ 1-800-ANALYSIS
www.decisionanalyst.com