

# The Essence NPWE™ Process

## **Market Scrutiny**

- Exhaustive product trawl (Australia and overseas)
- Data audit (share, volume, trends etc)
- Competitive structure and claims
- Portfolio analysis
- Market and consumer trends

## **Idea Generation**

- Right people in the room
- Structured brainstorm process (the three circles of product positioning)
- Forced focus ideation
- Big picture and micro tactics

## **Nailing the Opportunity**

- The detail – concept, differentiator, positioning statements, mood boards, pack visual etc.
- How would the idea(s) fit in the portfolio? What does it add? Takeaway?
- Can it be done? What would it take to be done?

## **Focussed Research**

- Qual to see where and how it fits – not yes or no, but **how**
- What consumers **mean** no just what they say
- Quant for volume
- Minimum performance criteria

## **Communications Direction**

- What idea, what positioning, what functional benefits, what emotional rewards?
- What brand?
- Implications for portfolio, for marketing, for communications, for packaging