

## > ANSWER KEY 7

### CHAPTER SEVEN: INSIGHT, STRATEGY AND INNOVATION

- 1 (*p. 172*) the process of taking ideas and turning them into workable, tangible and profitable products
- 2 (*p. 172*) inspiration, translation, immersion, product development
- 3 (*p. 177*) identify the key trends relating to the sector under review, outline the key drivers underpinning them, define and explain any sub-trends that relate to the above, identify the key consumer typologies associated with them, identify new and emerging brands, products and services associated with these trends, outline how these trends are likely to impact on the client's brand in terms of its tone of voice or way to market
- 4 (*p. 185*) translation stage — the discussed ideas captured as notes, paper tears, images from magazine, jpeg printouts, annotated scribbles and inspirational collages are used to construct a more formalized picture of potential products being considered
- 5 (*p. 189*) allows the team to work through a series of stages/zones that will attempt to filter out extraneous ideas
- 6 (*pp. 189–191*)
  - Trend identity — using the data and images to identify the trends most relevant to their brand in terms of the retail/product or marketing ideas they could generate
  - Trend drivers — bullet pointing all of the key drivers associated with each trend, especially those likely to affect how consumers will see, or engage with, the trend
  - Typology/target consumer group — identifying the consumer typology that is most likely to 'buy into' the trend
  - Aspirational touch points — using information in the first three zones to articulate the key brand, product or service the typology currently favours
  - Trend location — making notes of where each trend is happening and how and where it is likely to impact first and the effect it is set to have on the typology identified
  - Brand/product/retail opportunities — using visual and textural data gathered from previous zones to suggest two product concepts/retail formats/service opportunities that could work within the markets defined and the consumer groups identified
- 7 (*p. 191*) defensive — one that needs to be produced quickly to capitalize on the strength of a trend the team believes is soon about to pass on from Early Adopters to the Early Majority and Late Majority
  - \* offensive — an idea that still appeals to Innovators but will in the medium- to long-term become a viable product that can be used to target consumers over the next two to five years
- 8 (*p. 191*) immersion stage — teams are working with the concept ideas identified through the trend funnel and pushing down through a new series of zones to develop a more coherent and articulate product concept which will then be mocked up and tested on a group of consumers who represent the targeted typology
- 9 (*p. 193*) allows the further refinement of concepts arrived at from the trend funnel into product prototypes
- 10 (*pp. 193–199*)
  - Brand/product/concept — look at two concepts articulated in zone 6 of the trend funnel and to change, refine or hone down each one in terms of its key characteristics
  - Concept mood boards — visualizing the two concepts using a set of images on a mood board
  - Target market — pinning down the core words and sensibilities of the key consumer group that the concept is targeting
  - Visual consumer profile — in tandem with previous zone creating a thorough and comprehensive visual mood board of the consumer's lifestyle
  - Product universe — validating the legitimacy of the concept by placing it within the context of the product universe the consumer currently makes his or her purchases from
  - Product landscape portrait — visualization of the product universe using visuals captured by the consumer or clipped from magazines
  - Product essence and tag line — selling the concept in twenty-five words or less or advertising it with one single coherent message or image
- 11 (*p. 199*) product development stage — the selected product concepts are mocked up and field tested
- 12 The process of field testing a product is known as usability testing. (*p. 199*)