



WHO WE ARE

The ELM Group is a new product and brand development consulting firm that helps you develop breakthrough **INSIGHTS & IDEAS** to drive **NEW GROWTH** through better strategy and innovation.

Utilizing our unique **INSIGHTS FIRST™ APPROACH**, we help you drive new growth in sales and profits through three core practice areas of New Product Development, Brand Strategy and Strategic Marketing Issues:

New Product Development

Specialty in “Fuzzy Front End” Development

- Finding breakthrough consumer insights and needs to go after the big ideas.
- Developing better scoring new product concepts to fill your “pipeline” & improve your success rate for NPD growth.

New Product Development Strategy & Process

- Developing a clear new product strategy and “front-end” process to focus NPD for better results.

Brand Strategy

- Developing a more differentiated and compelling brand positioning for higher sales and profits.

Strategic Marketing Issues

- Wide range of assistance with strategic/marketing planning, business modeling, opportunity assessment, competitive analysis and custom research in order to drive business growth.

INSIGHTS FIRST™ APPROACH

The IF approach will deliver **quantitative-ready new product or branding concepts** that provide **better scoring business propositions and improved results**. The IF approach leverages past consumer research and drives the process with consumer insights while aligning your strategic direction with your cross-functional team.



- **Insight Miner™** – Discover key consumer insights by leveraging and mining existing market research
- **Coach your cross-functional team** to prepare science, technology and business insights
- **Days of Our Lives** – Team participants learn first hand what consumers' experience



- **Strategic Session, powered by SIMPLEX**, with your cross-functional team to jump-start their thinking and determine key strategies with key outcomes:
 - **Key Insights** to move forward
 - Clarified new product or brand **strategy**
 - **“Hunting Grounds”** defined & agreed upon
 - Identify any further market research needs

Insights First™ Approach cont'd



- **Clarify & assess potential “Hunting Grounds”**
- **Our unique Tandem™ approach** maximizes both the cross-functional team’s participation in the back-room, as well as, probing for deeper understanding from consumers



- **Focused™ Ideation session powered by SIMPLEX**, moves from clarified insights to generating focused ideas with the defined “Hunting Grounds”
- **Top ideas are converged** on as a team using our proprietary screening tools
- Top screened ideas are further developed into **concept briefs**



- **Concept Briefs are converted** either to benefit & support statements or full concepts (illustrations are developed if needed)
- **Tandem™ Qualitative Research** is conducted to further develop concepts in a fast-track iterative approach. Further refining, adding, and dropping concepts between sets of focus groups at multiple locations within one week

CASE STUDY

Situation

- \$3 billion consumer products company looking to jump-start additional new product development
- Needed quantitative ready concepts for BASES

Approach

- Insight Miner™ discovered key consumer insights and partnered with client's cross-functional team to uncover key technology insights and defined "hunting grounds"
- Tandem™ Qualitative probed for deeper understanding around "hunting grounds"
- 50 ideas were evaluated with the cross-functional team considering consumer appeal, feasibility, and capital requirements
- 20 concepts were developed and refined
- 10 concepts were finalized for quantitative testing with BASES

Results

- Majority of concepts scored well with the **top concept exceeding the hurdle rate by 16% and gaining management funding approval for development.**

TESTIMONIALS

Here are a couple of testimonials of what others say about The ELM Group:



"The ELM Group provided excellent support and insights into key business issues throughout the scope of the project. Their expertise with regard to the new product process was invaluable."

Kris Mueller, Sr. Marketing Research Manager, Consumer Insights, ConAgra Foods



"The Slim-Fast Marketing Team truly appreciates your work. Your ideas and suggestions evidenced an understanding and appreciation of consumer needs, the company's capabilities and limitations, and marketplace dynamics."

Russell Proops, Director, Marketing Research, Novartis Consumer (formerly Slim-Fast Foods)