

fuelling the pipeline |

LESSON 6

do our concepts have a consumer insight; fit the brief; feature a point of difference; align with the business strategy; and feel relevant to the target market and occasion?

do we have the resources and ability to produce these concepts?

do we know which concepts are ready to be proved up?

do we have a product that delivers to the concept? If not, can we write a product brief for R&D/supplier?

do we already have a pack design mock-up? If not, can we write a brief for packaging design?

have we recorded all our ideas for future reference?

why haven't some of our ideas passed the gate at this point?

PLAY