



fuelling the pipeline

Our dairy client wanted to generate innovative ideas that could truly meet consumer needs and ensure competitive growth for the future. Traditional processes weren't working, so they were seeking fresh, new ways to ideate off the back of opportunity areas and glean something different. We had worked together on innovation projects before and the company wanted our input on this challenge so they could leverage an experience design model to understand the category/product journey and walk away with fully articulated concepts.

APPROACH:

We took the team on a journey of developing empathy for their consumers through in-store and at-home interviews, triggering inspiration that was brought to life using prototyping and visualisation. We then stretched these ideas with creatives and pushed the boundaries by crowdsourcing on a global scale. The client was heavily involved so they could hear about category experiences from consumers themselves, supported by the PLAY team. Lastly, we facilitated our client to craft and articulate final concepts with input from our designers, which were later tested.





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OUTCOMES:

Our client ended up with approximately 5-10 fully articulated concepts to test across 7 different dairy categories. The team has since gone on to successfully launch products in 3 of those categories, including kids and adult dairy snacking. And the fun didn't stop there. We continue to work together and are excited about completing many more upcoming innovation projects - so watch this space!



why this approach?

This approach yielded unique ideas that broke the mould. Plus, PLAY was alongside the client for the entire journey, which helped maintain consistency throughout the process. This level of collaboration allowed us to assist with consumer journeys and empathy, facilitate workshops and remain hands-on with concept development every step of the way.



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