



taking a leap the ruby way

Fresher research processes to ensure a competitive advantage in innovation

1. The Irony

For a long-time, businesses have used broadly the same innovation processes. Ironic, isn't it? That our innovation processes aren't innovative...

2. The Keys

Having said this, we don't want to change everything. We simply want to take what works and re-create what doesn't through understanding more about breakthrough innovations. The key insights that underpin our innovation approaches are...

DEVELOPING A BALANCED PORTFOLIO

Some clients make the mistake of wanting all their innovations to be disruptive or, alternatively, all risk averse. The 'ideal' NPD pipeline has a combination of risk/return profiles and horizons. It also recognises that different methods need to be employed to test disruptive ideas, so a balanced portfolio of TOOLS is also required.

FINDING WHITESPACE – PART ART, PART SCIENCE

Recognising this, we have developed an approach for identifying the product features, attributes, benefits and experience landscapes that need to underpin successful ideation. We call this our **WhiteSpace™** approach which validates the right platforms and component parts.

NOT ALL MARKETERS ARE CREATIVE

We know, reality can hurt, but it is often difficult for us to be truly innovative because we are so close to the products, brands and what has or hasn't worked previously. More critically, it is often not the individuals, but the process of ideation that fails us. This is why we have developed **ruby espresso™** - putting creativity, faith and structure back in to ideation.

NOT ALL CONSUMERS ARE EQUAL

Co-creation is a powerful consumer-centric idea, but we have learnt that not all consumers are equally creative or, indeed, useful, in the innovation process. We cherry-pick lead consumers at the right stages, engaging and rewarding them differently.

CONCEPT TESTING SHOULDN'T BE EXPENSIVE

It should be fast, efficient, cheap, but it also needs to recognise that we can't rely on a single measure of reported future behaviour alone, as successful innovation is far more complex than that. We have developed a **robust, streamlined** process that enables **fast turnaround** of **validated** results, so we can focus on continuing to innovate, not stopping to spend all your energies on testing.

3. Contact Us

We are excited about helping your business deliver competitive advantage through an opportunity-based series of innovation methods that truly work.

INNOVATION. CO-CREATION. BRAND FUTURES.

ruby cha cha



WINNER
EXCELLENCE AWARD



WINNER
BEST CASE STUDY



FINALIST
BEST METHODOLOGY



WINNER
FERNANDA MONTI AWARD

innovation