

How can Advisium Group help you innovating?

A shortlist of our innovation capabilities (non extensive)

Innovation capabilities	Approach
<p>Interim Management</p> <ol style="list-style-type: none"> Marketing Innovation Management Shopper & Consumer Intelligence Management 	<ul style="list-style-type: none"> • Lead innovation strategy and projects implementation from market insights to go-live and post-launch results • Bring focus to new potential brands and new product opportunities, ensuring right resourcing for innovation • Overcome obstacles to ensure projects are delivered in time, and within budget • Track ongoing results and fine-tune the organization's efforts to improve them <hr/> <ul style="list-style-type: none"> • Lead all consumer and shopper research projects in a cost and time efficient manner • Develop an area and provide ongoing consultation on shopper and consumer issues throughout the organization • Build short and long term insight plans to support product innovation and general brand management
<p>Consulting / Advisory</p> <ol style="list-style-type: none"> Innovation Strategy Optimal Portfolio of Innovation Initiatives Accelerated Innovation Pipeline Think Workshops and New Concepts Exploration New Concepts Fine-Tuning and Launch 	<ul style="list-style-type: none"> • Assess organization's innovation capabilities and identify growth opportunities • Build the business innovation strategy to develop innovation capabilities throughout the organization • Deliver a portfolio of innovation initiatives to crowd the whole innovation pipeline in different time horizons <hr/> <ul style="list-style-type: none"> • Analyze current innovation pipeline and plans for NPD • Identify new potential innovation leads and their gap with current innovation capabilities • Develop models to prioritize initiatives, optimize resource allocation and to help project management • Balance initiatives across the innovation pipeline to increase success probabilities in the short, mid and long term <hr/> <ul style="list-style-type: none"> • Analyze the organization and processes involved with innovation and NPD and advise opportunity gaps • Determine the ideal organization and processes to accelerate innovation and its fit with current organization • Create an Innovation Acceleration Strategy and deliver roll-out recommendations <hr/> <ul style="list-style-type: none"> • Prepare food for thought and run Creativity / Innovation workshops with key stakeholders and / or cross-functional teams (Marketing, Sales, R&D, Manufacturing, Logistics, Customer Service, Financial, Legal, ...) • Lead and provide support to market research efforts, bringing coherency throughout briefing development, agency services deployment and results interpretation <hr/> <ul style="list-style-type: none"> • Assess fine-tuning opportunities and alternatives • Define feasible options, run market research and fine-tune the product • Prepare product launch (Marketing communication activities, sales training, logistics, system entries, price policies, field-marketers scheduling, ...)