



Future markets consultancy

Introduction

Future markets consulting regroups 1WR creative marketing research specialists and selected transversal competencies from environmental, social and cultural fields to:

- create more innovative products
- market leverage these

Through trend related research, a gap needs to be crossed to achieve an enlarged scope for innovation. This gap is not exclusively technological but more and more environmental, social and cultural. This gap can be summarized by more demanding consumer aspirations seeking more responsible, fairer and more identifiable approaches to product offerings.

Products that will inspect these dimensions will have in our view chances of become leaders of tomorrow. Offering such innovations may path the way to concrete results such as market shares and profits but also intangible goodwill from consumers, traders, suppliers, personnel and the public at large.

Objectives and means

Objectives are to:

- enhance innovation
- develop 21st century products
- help manufacturers in change and integrate anew social and cultural innovation fields

Means include:

- To initially target in dual manner both youth and niche opinion oriented groups to achieve mainstream potentiality. Combining attractiveness of youth and adherence of opinion leader groups may be a key to mainstream potentiality.
- Minimize risks with involvement of key partners and use of market, social and cultural intelligence. Improve new product proposals through different levels of communication: immediate appeal, knowledgeable choice, viral effects.

Product creation and design

Think small, grow big. By implicating extreme groups such as young early adopters and opinion leader such as from environmental, social and cultural spheres, the marketer can list possible paths or path delimiters for concepts with an immediate appeal and a knowledgeable core.

A product is never perfect, there are many cost trade off's. However by offering concept with appeal and core, offerings will exceed and differ. In conjunctions with your teams, 1WR explores:

- different concept paths
- potential of winning concepts
- optimization of winning concepts
- acceptance and uptake
- validation or market tests

Relation with internal teams, external design studios, and pilot or prototype makers are sought for exploration, optimization and validation purposes

Examples:

- mobile phone concept for peer support to an identified social worker
- fragrance development integrating natural sources with a fair trade approach
- garments supporting out of school child education
- FMCG products with health properties and multiple local biological production sources.

Monitoring development

1WR also provides advice on means to report to marketing, production, external relation and sales teams on:

- uptake or consumer adherence
- production partners
- various distribution groups

Showcase: Future markets creation example

Based upon TrendSetters findings

Using findings from a TrendSetters study, "opinion leader" interviews in social and cultural fields indicated "Global identity", "Searching for the unknown" and "The Anti-Trend" directions that can be used to illustrate a future markets creation example.

Although client interaction is necessary, let's assume that we are commissioned to develop new soft drinks.

Methodology example

The global identity direction could lead us initially to:

- quickly measure international interests and their nature in selected markets among broad "Searching for the unknown" and "Anti-Trend" paths
- select core "embryonic consumers" and "opinion leaders" to develop more concrete proposals
- evaluate multiple proposals, especially in terms of appeal and "up take" by targeted and specially built "early adopters" panel in selected markets
- select winning proposals to develop pilot versions with help of qualitative techniques among "early adopters", "embryonic consumers" and "opinion leaders"
- produce prototypes for optimization
- market testing

Application example

Marketing and quality leadership can provide new opportunities and sustainable business relationships. Manufacturers or distributors have the skills to manage complex production and delivery information systems, marketing plans, communication campaigns.