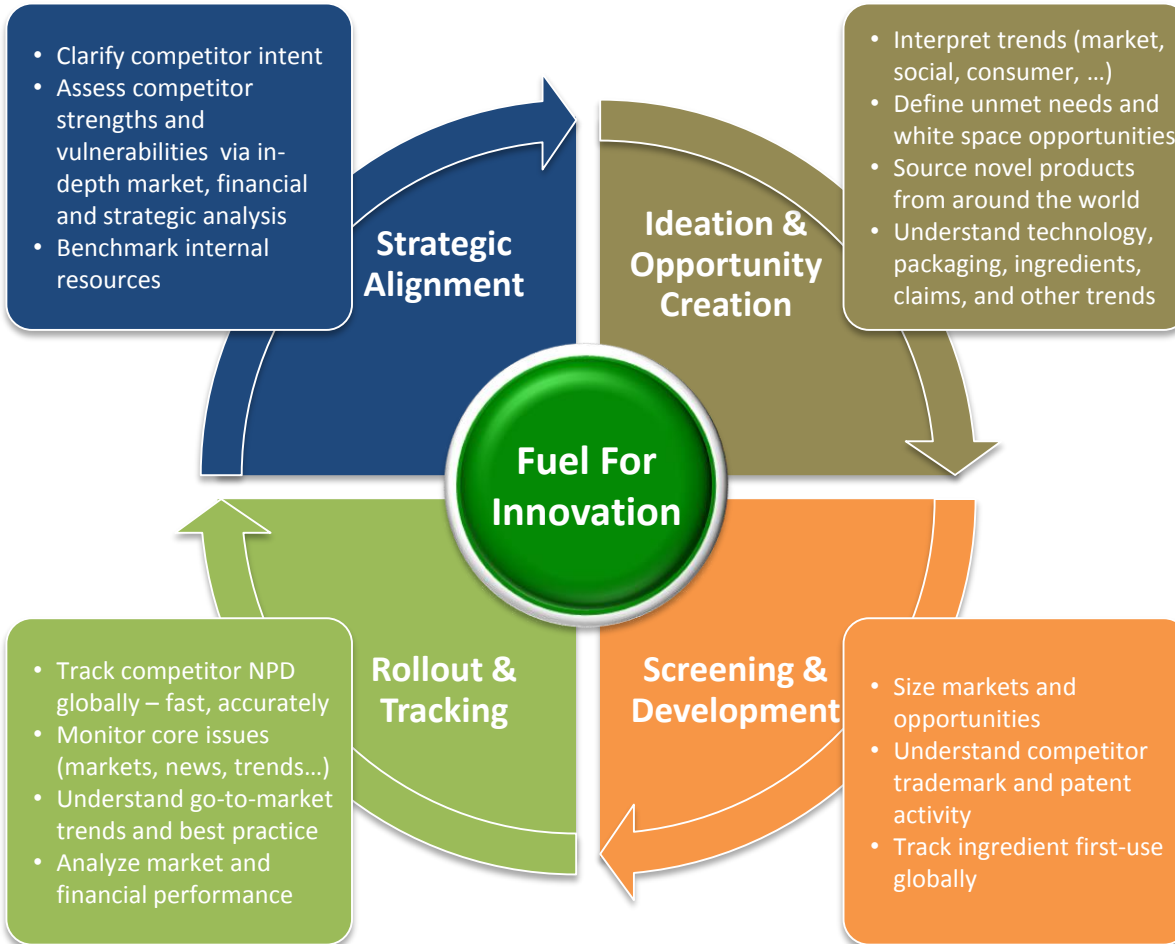


Fuelling Business Innovation

Our clients innovate faster and with more success because we help them...



How we do it...



Best-in-class secondary research –
...in 20 languages, using our highly experienced global team of researchers, analysts and consultants



Insightful analysis –
...based on myriad sources of market and financial data to clarify competitor strengths, vulnerabilities and intent



Focused interviews –
...with stakeholders to surface and leverage internal knowledge with comparative analysis to understand client strengths and weaknesses



Field research –
... with visits to stores worldwide and interviews with trade experts to spot trends, locate novel products and better understand trends, and market and competitor activity



Targeted newsletters –
...that leverage our proprietary software to keep you fully aware of developments in your *specific* areas of interest



Tracking innovation –
...that uses our own global product database (gnpd360.com) that tracks millions of products globally, including launches, delistings and ingredient first-use

**“Most of us understand that innovation is enormously important.
It’s the only insurance against irrelevance”**

Gary Hamel, “the world’s leading expert on business strategy” – Fortune Magazine

93%

of executives indicate that organic growth through innovation will drive the greater proportion of their revenue growth

“Breakthrough Innovation and Growth”, PwC, September 2013

97%

of CEOs in North and South America, Europe, Asia Pacific, and the Middle East see innovation as a top priority for their business

PwC Pulse survey of 246 CEOs, July 2013

But only

11%

of marketers set aside a specific budget for marketing innovation efforts

“Benchmark Your Marketing Innovation Culture,” Forrester, July 2013

The Challenge:

Innovation done well is difficult and ongoing..

Innovation must rest on valuable consumer insights

It requires an appreciation of deep consumer, social and market trends

It needs insight into what your competition is doing and is likely to do

It must rest on a clear view of your company’s strengths and vulnerabilities

It requires cross-function input and doesn’t end when the first product leaves the factory

The Solution:

...but *Proactive Innovation* empowers your team to focus on what matters

“Business360 helps with so many facets of our innovation effort – without it our innovation would be less successful as well as much more costly”

Insights & Innovation Director, Global FMCG Multinational