



CONCEPT DESIGNER Workshop

BBF CONSUMER CENTRICITY Program

Marketing concepts **describe the offering a product or service** makes and answers the key consumer question: **'What's in it for me and why should I believe it?'** Marketing concepts help identify the **strongest innovation idea & validate its business potential**. They **guide** the development of BOTH the **product / service and the marketing communication**. Compelling marketing concepts are a key factor for a successful new product launch in the market.

Objective:

The objective of the Concept Designer Workshop is to **develop compelling marketing concepts** for your new product or service ideas, which inspire the target group, clearly differentiate your idea from competitive offers, strengthen the "equity" of your brand and guide successful marketing communication. In addition, the participants are given a **"toolkit" for developing strong brand concepts**.

Target Group:

- ✓ Brand teams
- ✓ Market research

Content:

- ✓ Definition and benefits
- ✓ Elements and success factors
 - The core: a desirable benefit
 - Captivating consumer hooks
 - Compelling reasons to believe
- ✓ The power of consumer language
- ✓ Optional: Preparation of concepts for quantitative testing and volume forecasting

Methods:

- ✓ Concept Designer Approach
- ✓ Examples – good and bad
- ✓ Group work and discussions
- ✓ Qualitative consumer feedback

Duration:

- ✓ 1,5 – 2 days

Participants:

- ✓ 5-10 participants

Preparation:

- ✓ Target group profile
- ✓ Brand positioning
- ✓ Consumer learnings & insights

Contact us for a specific and tailor-made offer: start@berges-facilitation.de www.berges-facilitation.de