



IDEATING WINNING PRODUCT IDEAS Workshop

BBF INSPIRE Program

Strong product news are **essential for the growth** of a company. Our BBF Business Facilitators will share the latest **trends** and **market developments**, relevant **examples and case studies** and inspire your team in a focused session using a **variety of creative techniques** to generate ideas that will drive brand growth.

Objective:

The objective of this workshop is to **generate a variety of winning new product ideas** for your target group, define the **key benefits** and **parameters** and create a visual (using live illustrations). Based on this, the team will choose the strongest ideas in terms of market potential and feasibility.

Target Group:

- ✓ Innovation managers
- ✓ Brand and Product-Management teams
- ✓ R&D departments
- ✓ Market research

Content:

- ✓ Market development & consumer trends
- ✓ Brand strength profile & strategic innovation areas
- ✓ Case studies and inspiration material
- ✓ Ideation
- ✓ Priorising ideas

Methods:

- ✓ Fact overview
- ✓ Trends & case studies
- ✓ Creative techniques
- ✓ Live illustration of ideas

Duration:

- ✓ 1 – 1 ½ days

Participants:

- ✓ 7 - 20 participants

Preparation:

- ✓ Target group definition
- ✓ Brand positioning
- ✓ Market development
- ✓ Consumer learnings & insights

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