



JUST ONE MORE Workshop

BBF INSPIRE Program

In our JUST ONE MORE workshop you will develop marketing and communication ideas for your product portfolio to **maximise the potential of your base business**. In contrast to promotions, JUST ONE MORE does not promote short-term sales but **sustainably increases your user base as well as long-term loyalty and usage intensity**. Adopting a structured ideation framework, the team will identify relevant trial and consumption barriers and develop concrete ideas to strengthen your core business.

Objective:

The objective of this workshop is to **develop powerful ideas for your existing product portfolio** in order to increase your user base, brand loyalty and usage intensity. The participants will learn the basic concepts and mechanisms of "JUST ONE MORE " and will be inspired with a variety of case studies and examples to develop their own ideas.

Target Group:

- ✓ Brand teams
- ✓ Market research

Content:

- ✓ Definition & benefits of Just one More
- ✓ Target group definition
- ✓ Identifying barriers
 - Trial barriers
 - Consumption barriers
- ✓ „Just one More“ ideation framework and case studies

Methods:

- ✓ Theory overview
- ✓ Case studies
- ✓ Group work and discussions
- ✓ Ideation and creative sessions

Duration:

- ✓ 1 day

Participants:

- ✓ 5-20 participants

Preparation:

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