

A whole brain

Approach to innovation

“AS MARKETERS WE NEED TO FEED THE INNOVATION PIPELINE. BUT, GENERATING DIFFERENTIATED AND MEANINGFUL CONCEPTS IS DIFFICULT. WE KNOW WE NEED TO FIND AND FILL EMOTIONAL WHITESPACE BUT IT'S HARD TO GET PEOPLE TALKING ABOUT THEIR EMOTIONS — MUCH LESS FINDING AND REFINING IDEAS TO MEET THOSE UNSPOKEN NEEDS.

Innovation teams need a constant stream of new concepts for products, services and brand experiences. It's hard to find unique and relevant ways to identify — and then fill — white space in your category. And what's frequently missing is an ability to tap into right brain thinking — that's the intuitive/emotional side of the brain that we know is the side that actually drives both new ideas AND decision making.

Drumcircle's Solution

Drumcircle offers a whole-brain approach to innovation. Using our suite of tools and techniques, you can tap into the right and left brains of both your customers and your internal teams. That way, you are producing the most penetrating insights and effective concepts.

For example, using our on-line tool, b.frank, you can identify and quantify emotional white space and link it to functional concepts.

You can also co-create specific ideas and concepts with your target market using our version of focus groups called Create/Debate groups. Create/Debate groups are designed so participants have a chance to generate ideas (using stimulus you give them) and then analyze and evolve the ideas. The process is based on the techniques of Creative Problem Solving and incorporates tools like pictures and imagery that tap into the right brain (which always need extra-care).

The result: new concepts that are distinctive and appealing on both a rational and emotional level.

WHO WE ARE

Drumcircle is an insights and innovation company. We've reinvented research to tap into the left- and right-brains of your customers and your team so that, together, we can generate new insights that will drive your business' success.

WHAT PEOPLE ARE SAYING

My involvement with Drumcircle produced some of the best work in my career.”

[DIRECTOR, BUSINESS INSIGHTS, CPG]

Most groups are like watching grass grow; these are fun.”

[MARKETING DIRECTOR, FINANCIAL SERVICES]

“Fun and productive. We frequently refer to the work”

[VP RESEARCH MEDIA COMPANY]

WHAT DRUMCIRCLE CAN DO FOR YOU:

Fresh insights. Guaranteed. And ideas, concepts, strategies that will result in business growth.

SEND AN EMAIL TO

a.manning@drumcircleco.com

b.mount@drumcircleco.com



Client Example: CPG

A global soft drink maker's Innovation Group was charged with exploring how to bring several products, popular in international markets, into North America.

Using our version of focus groups (called Create/Debate Sessions), we worked with over fifty 'regular people' to discover how the sensation of drinking these beverages felt emotionally and sensorily.

Then the participants created collages and story lines (using stimuli we gave them) to show us their thoughts and feelings about how to position and introduce the beverages in the U.S. market. After the groups, we worked with the core marketing team to produce more than 3 dozen possible product/positioning concepts, which are currently in quant. testing.

Contact us for additional cases or check out the Cases and Solutions section of our website: www.drumcircleco.com.



What's a CREATE/DEBATE GROUP?™

A Create/Debate Group is a form of qualitative research that clients tell us is far superior to traditional focus groups because they are activity based and tap into the right and left brains.