

design:success

the world's oldest and smartest innovation agency

* fusion:innovation 360 degree accurate innovation

Innovation is crucial for growth!

fusion:innovation™ is design:success' turn-key innovation solution for development of new products, services, brands, and experiences. Merging strategic and creative development, fusion:innovation™ utilizes multidisciplinary skills in parallel – all led by our expert team.

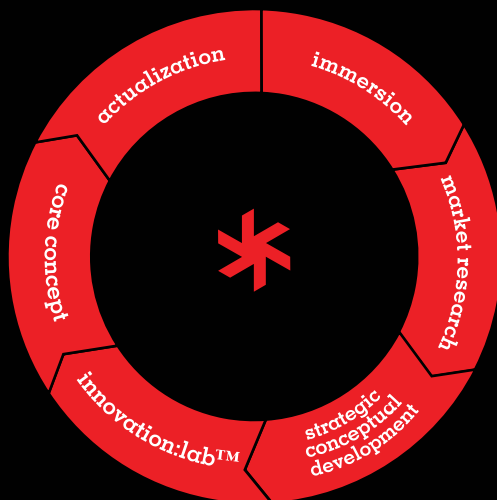
fusion:innovation™ is a state-of-the-art 6 step process covering 360 degree innovation development, strategy optimization, and maximized resources.

Faster time to market

Created for the needs of Fortune500 companies, fusion:innovation™ is designed to get the right ideas to market at least 4 months faster than any traditional process.

We increase innovation success dramatically by conceptualizing an innovation assignment, while creating a branding, communication, and commercial strategy.

In short: Our unique service provides unique solutions ensuring unique results.



Design success for your brand

Our innovation process starts at the core, with the consumer – always with the foundation that consumer insight is the center of the innovation process. We analyze and identify what the brand is “missing”, and what the consumer is looking for through research and development.

Merged with creative and strategic solutions, these 360 degree concepts are tested, optimized, and validated in our patented innovation:lab™ – a unique sequential, qualitative and quantitative part of our fusion:innovation™, clearly identifying the winning Core Concept for investment and execution.

fusion:innovation™ is used to create:

- new products
- services
- experiences
- brands
- packaging
- communication
- strategic roadmaps
- entire global marketing platforms / campaigns

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Coca-Cola



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Kellogg's



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innovation:lab

A billion dollar idea! Validated!

Imagine always being sure.
With innovation:lab™ you can!

What is innovation:lab™?

Today it is not enough being able to distinguish between a good idea and bad idea. With millions of ideas it's about determining between a good idea and a great idea! And to determine this before your competition does.

innovation:lab™ is a unique patented concept validation process developed by design:success which utilizes state of the art in depth sequential market research – live and fast.

Concepts are optimized and re-inserted into the patented sequential process to validate the identification of THE winning concept(s). We call these Winning Core Concepts™ – trusted, validated and approved by your consumers – before you invest in the execution.

innovation:lab™ is part of the design:success mother process fusion:innovation™, which supplies the developed strategic and creative concepts to be tested.

Benefits of innovation:lab™

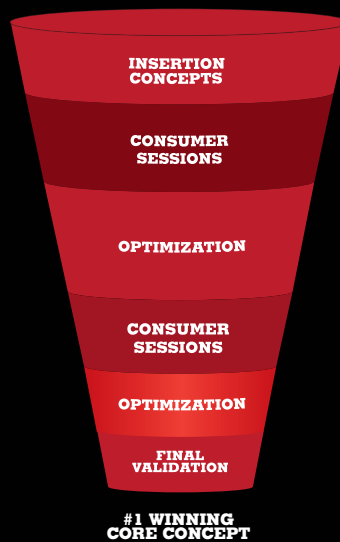
Faster:
Cutting weeks off any innovation and research process

High accuracy:
Merging qualitative and quantitative methodologies providing optimum accuracy

Cost saving & higher ROI:
Validated results prior to investment. Faster.

Perfect time-to-market:
Identifying the right idea at the right time.

360 degree innovation:
Testing product, service, brand, packaging, communication, etc. at the same time.



Groundbreaking from A to Z

Utilizing in-depth insights, challenge & opportunity mapping based on Blue Ocean principals, innovation:lab™ utilizes groundbreaking methodologies such as:

- Sequential market research – increasing quality and cutting time dramatically
- Compass models: testing opposites and relations
- Optimization and fusion of concepts to create ultimate concepts
- Live and real-time data capturing and statistical analysis
- Instant rating by consumers on iPad's for higher accuracy
- Option to have both qualitative and quantitative results.

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