

# Case Study: **Building a Platform with Simple Ingredients**



## **Business problem**

As part of a strategic growth initiative for a line of sweet baked goods, our client wanted to explore new occasions, mainly breakfast. Our client had four platform ideas, which would extend them deeper into the category, as well as provide new occasions.

## **Our approach**

- Co-Create in an iterative process with Category Prime Prospects to first determine unmet needs and then generate product ideas around those needs (funneled approach).
- Explore a range of stimuli to provide appropriate language and product cues to take forward to concept and product development.

## **What we learned**

- If extending into the morning occasion, any products would have to reinforce convenience and deliver value.
- The need for convenience eliminated one of the platforms, because consumers found it would not deliver this benefit. Another platform was eliminated, because consumers could not recognize the value it brought.
- This guidance was critical in helping our client narrow down and focus their efforts.