Our innovation communities are tailored to embrace design-thinking principles, while bringing the right consumers into your innovation process.

**Empathize + Identify**
Scale your ability to humanize the customer & articulate their needs.

**Test + Optimize**
 Expedite feedback loops to ensure prototypes are in sync with consumer.

**Brainstorm + Ideate**
Leverage virtual spaces and digital tools to iterate and refine ideas.

Companies that keep a pulse on the consumer, leverage communities to foster a culture of innovation.

Innovation communities are the ideal proxy to in-person ideation exercises.
When time, budget and locality are an issue, harnessing a digital environment to fill the innovation funnel—and refine concepts—increases the likelihood of in-market success.

FUEL YOUR INNOVATION PIPELINE THROUGH AN AGILE PLATFORM TO ENGAGE & CO-CREATE WITH CONSUMERS ON DEMAND

While a nearly $20 billion global industry, chewing gum had lost its edge with the onset of alternative satisfiers. Our client sought to reverse this trend with a focus on one of its nostalgic brands. Engaging moms and their children in community activities allowed us to explore the importance of “fun” and “giving” in the category. Moms participated in targeted co-creation groups to uncover ways to make the brand highly relevant to them and their children’s life. This CPG giant launched new products as a result and saw an increase in sugar-free gum sales by 3.3%.

This confectioner sought to retain market share and increase loyalty by expanding their offerings and category by “reinventing” its products. Knowing seasonal initiatives are a top driver of sales, we evaluated six years of community insights tied to seasonal behaviors. Leveraging a mix of exploration, co-creation, and evaluation, we uncovered white space opportunity to innovate packaging around the annual football season. NFL Sponsorship tie-ins aligned marketing, merchandising and packaging teams, led to double-digit sales growth, and served to guide future concepts to drive differentiated seasonal sales at retail.

An international food services company embarked on an initiative to explore potential in the hot beverage category. Seeking white space opportunity to create niche experiences and offerings, and fill in coffee shop gaps, they had to identify and deeply understand their customers, particularly Millennials. By immersing with members in a virtual forum, we uncovered need states based on dayparts and gained the foresight necessary to build sustainable programs against. The insights were socialized via immersive assets to spark product and service innovation across intercontinental locations.

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