



*The process we implemented helped us launch several new brands that won awards and drove significant growth.”*

— INNOVATION TEAM

## CASE STUDY

### Fortune 500 Consumer Packaged Goods Company Achieves **Breakthrough Innovation Growth Model** with Innovative Thought

#### THE CHALLENGE

Our client, a leader in food and pet product distribution and marketing, has a long-standing reputation for household brands. Under the leadership of their Director of Innovation, the company sought to elevate its innovation capabilities.

The goal was to create a more robust, scalable, and people-focused innovation process that could consistently generate market-winning products. Without a clear framework, opportunities were at risk of being missed and talent underutilized.

As one key leader said:

*“When I took the role, lots of consultants were selling me process and technology, but no-one was talking about the people.”*

#### THE SOLUTION

The client partnered with Innovative Thought and a Marketing Agency on the collaboration of a comprehensive Innovation Growth Model. The approach included:

- ✓ Benchmarking against top innovative companies.
- ✓ Designing an end-to-end innovation process, from scoping opportunities to portfolio management.
- ✓ Developing an Innovation Leadership Model to identify attributes of effective innovation leaders and uncover talent already within the client’s current marketing group.

#### THE RESULTS

Our collaboration produced transformative outcomes for the client including:

**Development of a full-scale innovation process** that guided everything from ideation to portfolio management and provided a repeatable framework for future projects.

**Creation of an Innovation Leadership Model** to identify and nurture internal innovation leaders.

**Industry recognition by Nielsen** with two “New Products of the Year” which validated the model and boosted credibility for its use both internally and externally.

#### CONCLUSION

Our client continues to apply the principles of the Innovation Growth Model and Innovation Leadership Model to ensure that their brands remain competitive and forward-thinking. Their journey demonstrates that investing in both people and processes can lead to award-winning innovation outcomes.

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