



synthesis **Innovation**

Which data-backed innovation
opportunities should we bring to market?

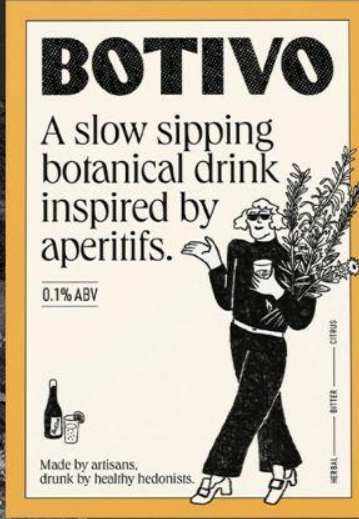


PREGNANT WOMEN UNDERSERVED IN FITNESS



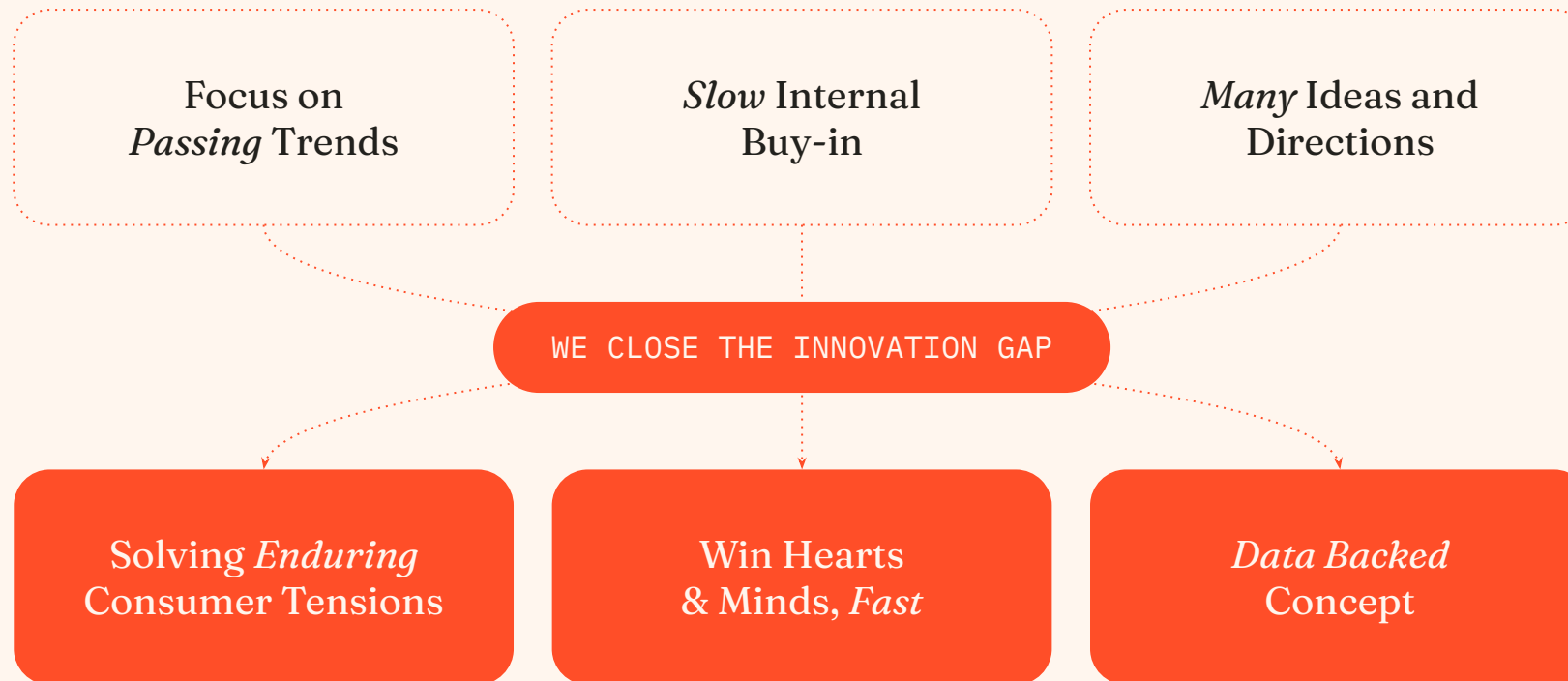
The best innovations always start by *resolving tensions*.

BOTTLED WATER CATEGORY HOMOGENOUS



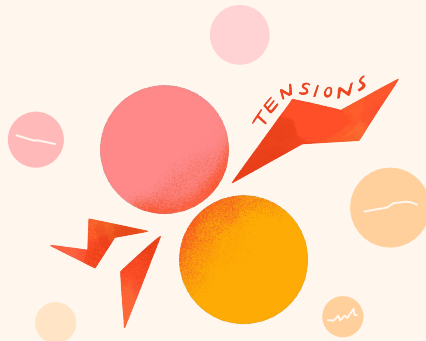
NON-ALC HAS NO ORIGIN STORY

Three common challenges hold companies back from delivering winning innovations.



We future proof your innovation strategy through our unique *culture-at-scale* vantage point.

01

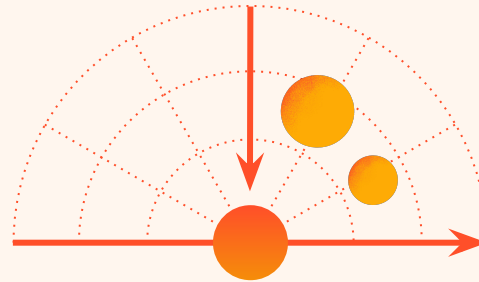


Discover

Opportunities

We aggregate the wisdom of tens of thousands of the world's leading experts and millions of people to **identify Opportunity Platforms** rooted in culturally relevant human tensions.

02

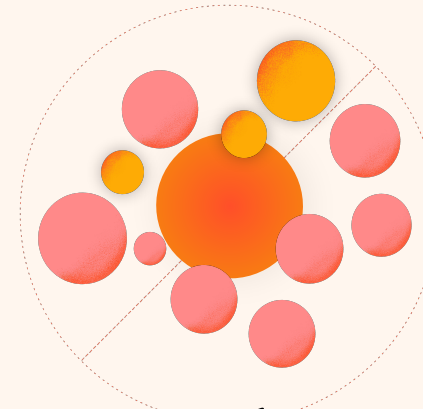


Decide

Where to Play

We filter these Opportunity Platforms through your business capabilities to rapidly hone in and **prioritise the opportunities** you are best placed to solve.

03



Develop

How to Win

We transform these opportunities into **de-risked, culturally resonant ideation concepts**, connecting emotional benefit to functional claims, and crafting go-to-market strategies.

01

Discover

Data-backed opportunities to innovate.

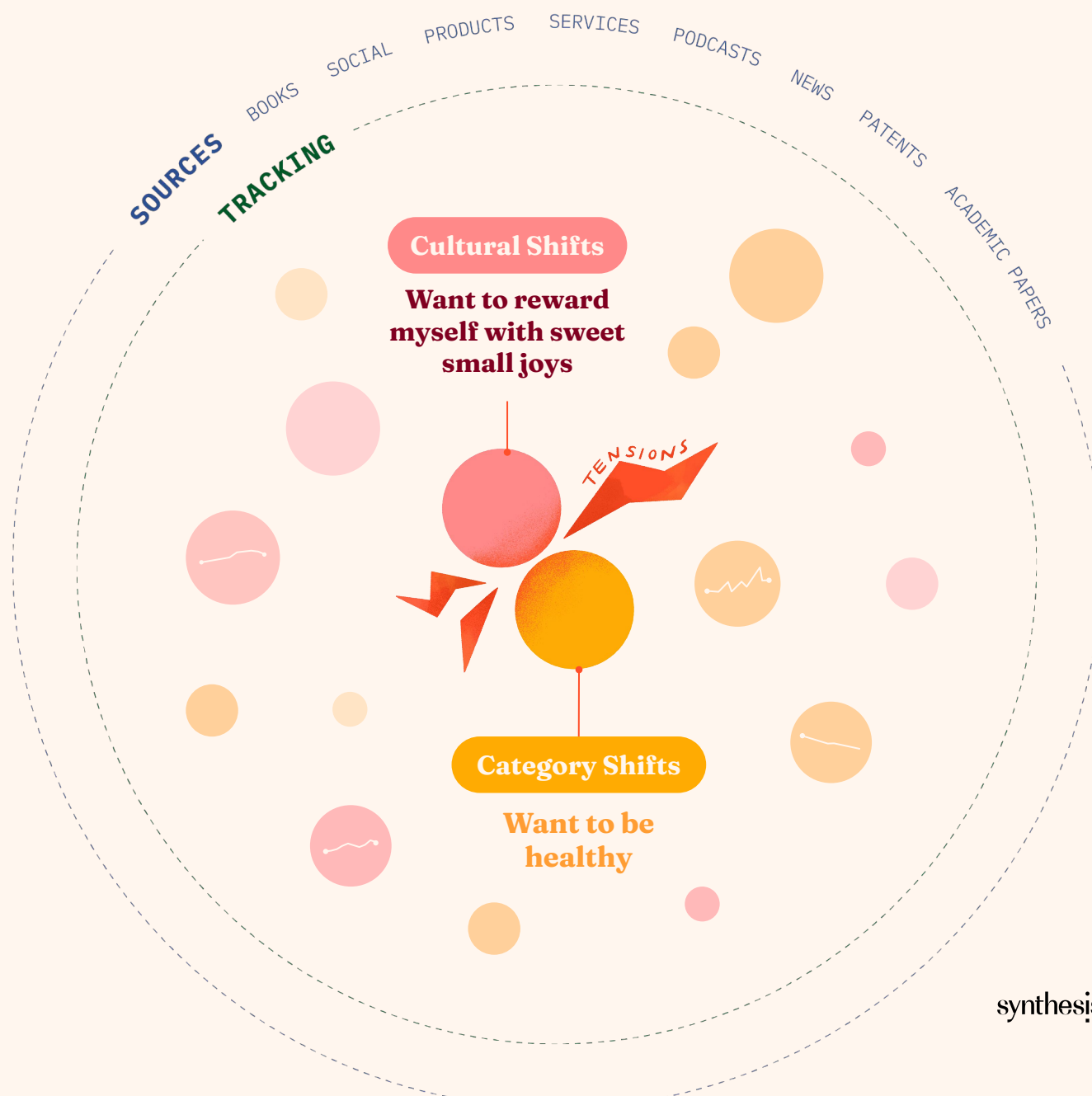
WHAT WE DO:

Identify consumer tensions rising from what's changing in category and culture.

By layering relevant expert and leading-edge consumer perspectives, we identify emerging and enduring consumer tensions.

WHAT YOU GET:

3 to 4 quantified consumer tensions to build Opportunity Platforms, analysed from 6-8 category trends



01

Discover

Opportunity Platforms

WHAT WE DO:

Contextualise consumer tensions that show innovation opportunities

Through in-depth analysis of thousands of consumer manifestations and category barriers to understand tensions and needs.

WHAT YOU GET:

3 to 4 Opportunity Platforms to innovate against, including:

- Data pack: size of the space, growth rate, life-stage, themes.
- Associated trends and consumer manifestations
- Challenge & Innovation Opportunities

OPPORTUNITY PLATFORM #01 SMALL JOYS IN STRESSFUL TIMES

People want... to reward themselves with sweet little things to bring pockets of joy to their everyday mundane life.

Because... they feel in need of boosting energy to be on track for their daily life, without derailing from stressful 996 lifestyle.

But... continuously chasing a higher level of indulgence can be challenging and also compromising to their health.



INNOVATION CHALLENGE

Maintaining decadent, ultimate multi-sensorial indulgence for emotional rewards without compromising health.

Ingredients

Textures

Colours

02

Decide

Which tension our brand should solve and how

03

WHAT WE DO:

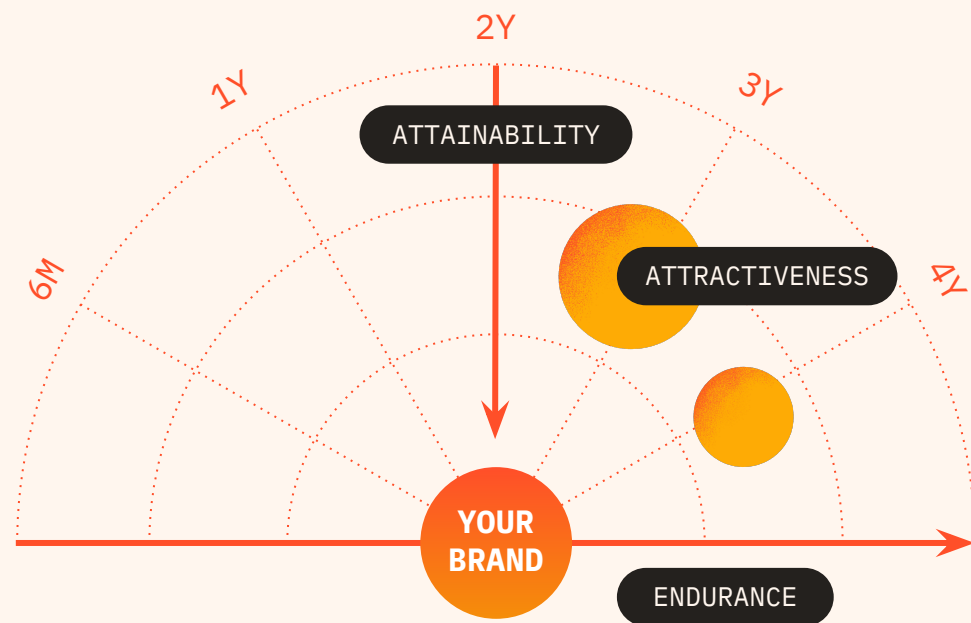
Help prioritise the opportunity by leveraging a data-driven decision tool.

Our decision tool surfaces the most rewarding innovation opportunity for your business. We help you **prioritise and decide the opportunities** to act on, by layering 3 core signals:

- **Attractiveness:** size, growth, life-stage
- **Attainability:** rapidly surveying internal teams on feasibility — tech capability, business objectives, and category closeness.
- **Endurance:** how long the trend will endure with our Trace, Traction, Momentum, Tipping Frame.

WHAT YOU GET:

Quantified prioritisation of 1-2 opportunity platforms detailing opportunities and risks. We help you move at the speed of culture to confidently align internally and progress innovation pipeline.



03

Develop

Leap from opportunities to product concepts

WHAT WE DO:

Know the key attributes to innovate with

Our approach enables high precision and detailed breakdown of the key product attributes for the prioritised platform — taste, texture, smell, occasion, etc.

These are sized and able to cut by emerging and enduring or competition, to ensure your product speaks to consumer needs and is commercially differentiated.

WHAT YOU GET:

Must-have & Differentiating functional and emotional attributes the innovation must deliver on



03

Develop

De-risked concepts

Each step of our ideation process ***de-risks concepts in a data driven way***, laser focussing innovation efforts toward winning attributes.

● MUST-HAVE ATTRIBUTES FOR 'SMALL JOYS'		
Texture	<i>Thick Mouthfeel</i>	3%
Flavour	<i>Mildly Sweet</i>	36%
Functionality	<i>Fight Fatigue & Energise</i>	3%

● DIFFERENTIATING ATTRIBUTES FOR 'SMALL JOYS'		
Colours	<i>Dreamy Colours</i>	56%
Emotional Benefit	<i>Mood Booster</i>	39%
Emotional Benefit	<i>Calming</i>	34%
Flavour	<i>Creamy</i>	29%
Emotional Benefit	<i>De-Stress</i>	24%
Emotional Benefit	<i>Good Value</i>	21%
Emotional Benefit	<i>Inspire Joy</i>	18%

OPPORTUNITY PLATFORM #01 SMALL JOYS IN STRESSFUL TIMES

Small sweet indulgences are rising as a way to bring pockets of joy for moments of respite amidst the grind of everyday life.

Thick Mouthfeel

63%

Energise

61%

Fight Fatigue

51%

Dreamy Colors

49%

Mood Booster

31%

CONCEPT #01

3 Must-Have Attributes
Dreamy Colours
Energising

CONCEPT #02

3 Must-Have Attributes
Dreamy Colours
Creamy Flavour

CONCEPT #03

3 Must-Have Attributes
Dreamy Colours
Creamy Flavour

03

Develop

Ready for R&D teams

Craft de-risked, product concepts with sharply defined attributes *ready for R&D Prototyping and Production.*

CONCEPT #01

3 Must-Have Attributes
1 Differentiating Attribute
Category Attribute

Concept in a nutshell.
Highlighting category opportunities and key overarching product aspects to dial up when building FS and RTD versions of concepts.

CONCEPT #1 SUPERCHARGED COLORFUL MILK

Who? Busy city dwellers who believe in modern and TCM health theories. Less cost-sensitive, they seek freshness premium ingredients...

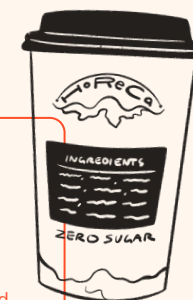
When? Afternoon enjoyment.

Where? At home or on the go.

CONCEPT #1A HoReCa

Thick Mouthfeel, Fight Fatigue, Sweet + Dreamy Color + Energizing

Perfect balance of colors, flavours and textures to help create supercharged milk tea/ yoghurt beverage. Infused with naturally powerful ingredients, this colorful milk contains zero sugar and can be developed into either the base of the beverage or milk...



CONCEPT #1 SUPERCHARGED COLORFUL MILK

Who? Busy city dwellers who believe in modern and TCM health theories. More cost-conscious, they seek convenience and effective potency...

When? Afternoon enjoyment.

Where? At home or on the go.

CONCEPT #1B RTD

Thick Mouthfeel, Fight Fatigue, Sweet + Dreamy Color + Energizing

Your daily dose of nutrition and power packed in a bottle! This energising purple milk with thicker and silky texture is packed with supercharging benefits (e.g. boosting energy and brain power, defending against rare radicals, anti-glycation, anti-inflammation and maintaining gut...

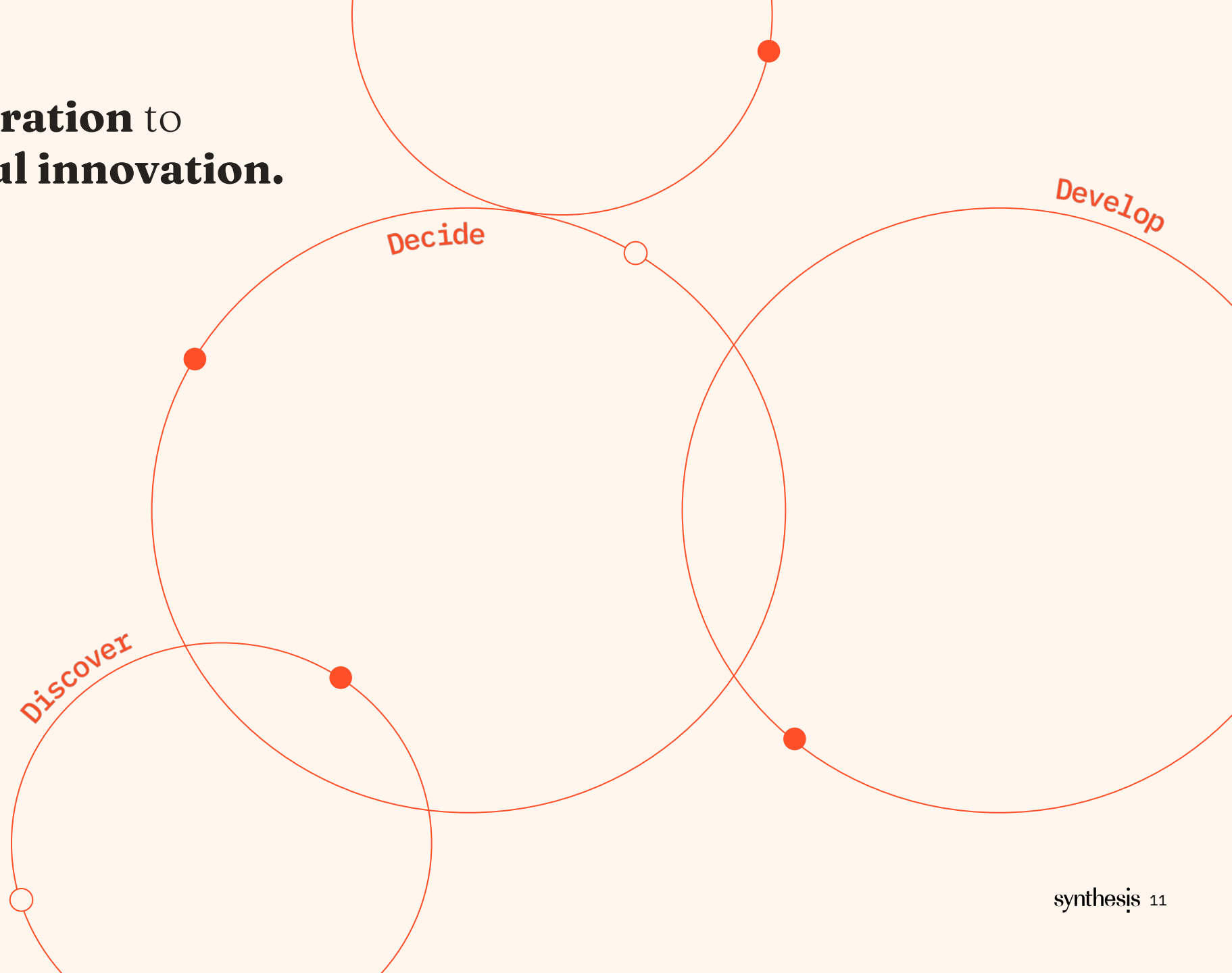


From **cultural inspiration** to **culturally impactful innovation**.

Let's discuss

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International

DIAGEO



BROWN-FORMAN

We help *future proof* business by making sense of the world's data.

We partnered Beam Suntory to innovate the next wave of their RTD portfolio



Context

Beam Suntory wished to catalyse immediate and longer term growth in Thailand and Taiwan via next gen RTD innovation.

Approach

Using our Discover-Decide-Develop approach we modelled the impact of macro, cultural and consumption trends on RTD occasions for the next 3-5 years, prioritised the key opportunities and brought them to life.

Impact

Our work inspired Beam Suntory's brand team to optimise existing RTD portfolios in Thailand and Taiwan and informed building a brief for new product innovation.