



CCS' New Product Genetics™ (NPG), is a focused research offering within the Brand Genetics™ product suite. Driven in partnership with CCS' international marketing research partner KLA (see: www.kla.co.za) New Product Genetics™ is a research framework that provides marketers and sales executives with a thorough understanding of what is required in order to achieve the successful launch of a new product, line extension or new service offering.

WHAT IT DELIVERS

If the methodology is applied early on in the development life cycle of new product or service offerings, CCS New Product Genetics™ provides stakeholders who are involved with product development, a clear and simple guideline for effective product development.

- It identifies go: no-go decision-making*
- Scenario-planning in the event of launch*
- Informs platform and positioning development*
- Informs communication planning*
- Identifies challenges that will require strategic consideration*

For line-extensions or products and services that are further down the line in terms of development, up to pre-launch stage, the tool provides insights into how best to launch, as well as last-minute 'tweaking' opportunities.

OUTCOMES

New Product Genetics™ is a clear and "directional" tool. It guides marketers and new product / service guardians with:

- What is required in order to deliver successful outcomes*
- How best to achieve this*

In the event that measurement or quantitative methodologies are used, NPG also provides a benchmark for norms (normative data), against which future product launches can be measured.

By reflecting the views of non-engaged stakeholders, i.e. your customers and potential customers, New Product Genetics™ will deliver an accurate perspective regarding challenges and success indicators.

HOW IT DOES THIS (PROCESS PRINCIPLES)

As the name suggests, New Product Genetics™ 'breaks up' the various aspects of the new product process (i.e. bringing a new offering to market) into bit-parts. It then determines which of those bit-parts (the DNA of the product or service process) need to be engineered, in order to optimize the chance of market success.

NPG™ is able to deliver the above by initially understanding and thereafter measuring :

- Idea or Product Concept:* How does the product conceptually match up to similar offerings?
- Stimulus:* How effective is the messaging and packaging?
- Intrinsic Performance:* How does the product perform, or how is it expected to perform?

Across all of these, CCS looks to establish a hook or differentiator, viz a fundamental platform that can be credibly used in order to support the new offer.

If the product is feature/benefit driven, these hooks are clearly communicated to sales and marketing services.

Full service qualitative research and quantitative measurement methodologies are used.