

“Increasing the odds for New Product Development Success” Course

PROGRAMME OBJECTIVES:

- To provide a totally structured, consumer driven, 3-Stage approach, for the effective development of new products and line extensions, in the company’s portfolio, so as - “to increase the odds for NPD Success!”
- To give special emphasis, reinforced with participative NPD Team projects, on Target Audience selection, Ideas generation, Key Positioning Components and Core Concept Development.
- To present and discuss examples of INNOVATION for branded fast moving consumer goods.
- To build the basis for sharing NPD success and failure experience.
- To effectively lead a beneficial, structured and enjoyable Workshop.



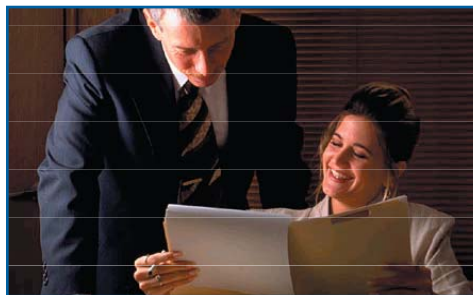
YOUR QUESTIONS ANSWERED

Who will Benefit?

- Assistant Brand Managers, Brand Managers, Senior Brand Managers, Marketing Managers and Marketing Directors.
- Also, all other functions involved with NPD. (ie: Research & Development, Consumer Insight Research, Operations, Sales, Finance, General Management & Outside Marketing Agencies.)

Attendance Numbers?

- From 6 up to a maximum of 18.



Length of Programme?

- The content, as outlined, is covered over two full days, but the Programme is of a modular design to meet client’s Objectives and Budget.

Programme Venue?

- Client’s decision and cost, but RSA will provide advice, a Course Planning Guidelines Checklist of training requirements and a suggested draft participant’s joining Instructions Letter.

What learning methods are used?

All RSA marketing training is delivered on a confidential in-company basis. This results in the Programme being covered in greater depth than “open” courses, with the marketing training geared to a client’s specific objectives, culture and budget. Frequent showing and discussion of many New Product examples (including from Client), relevant case studies, inter-active open discussion and working in syndicate groups/teams are used.

Full summary handouts of presentation slides are issued (on PowerPoint) are issued in participants’ Workbooks. Attendance Certificates can also be issued. Participant’s written evaluations are completed at the end of the Programme. A full debrief feedback analysis meeting is held with the client after Programme is fully completed.

WHO WILL LEAD AND DELIVER THE MARKETING TRAINING?



Richard Suthons

All RSA marketing training is devised, produced and delivered by Richard Suthons, Managing Consultant of Richard Suthons Associates.

Richard founded RSA in August 1994, following over 25 years senior marketing experience with Cadbury Schweppes, Kenco Coffee, Premier Brands, General Foods, Kraft Foods and Maxpax International.

Richard is a highly experienced and skilled marketing training consultant, who has now delivered 400+ marketing Workshops in the UK, USA, Europe, Asia, Middle East and Africa, to 3,500+ marketers, from 78 countries. This equates to 8,500+ delegate-training days, from 60+ major companies, with an average 93%+ “Very Good” participant evaluation return.

Richard is a Chartered Marketer of the Chartered Institute of Marketing, Member of the Institute of Directors, and Member of the Chamber of Commerce.



RSA

VISION STATEMENT

“To be the most valued by those who most value high quality marketing training.”

WHAT WILL PARTICIPANTS LEARN FROM THIS PROGRAMME?

Day 1:

- Why NPD so needed and so important today?
- What is your Company's current NPD performance?
- How can we improve the odds for your NPD Success?
- Key NPD Principles Summary
- Stage 1 - "Immersion":
- Opportunity Investigation:
- Macro-Signs
- PESTE
- Category Understanding:
- Hierarchy & Mapping techniques
- Product Life Cycle analysis
- Target Questions
- Hypothesis; Outcomes; Principles
- Analysis of Company's recent "Tops" and "Flops".
- Stage 1 - "Immersion" - Summary
- Stage 2 - "Ideation":
- Idea Generation:
- Purpose; Process; Stimuli
- Opportunities + examples
- Market Need States
- Different sources of NPD Ideas
- Collection of participant's NPD Ideas + examples.



- Core Concept development:
- Purpose
- Target identification vs. NPD Idea
- #1 Syndicate exercise (Target Audience identification)
- Idea Concept Screening:
- NPD Idea research techniques
- NPD "Priority" grid matrix
- Outcomes; Principles
- Brand Positioning Building:
- Purpose; Perspective; Sacrifice
- NPD Positioning Worksheet
- Key Components
- Examples
- The Positioning Statement
- Key Elements
- Global brand Positioning examples
- Purpose; Perspective; Proto-typing
- Building Positioning Components
- Positioning Principles
- #2 Syndicate exercise (NPD Positioning Worksheet)

DAY 2:

- Idea Refinement
- Testing finished Concepts
- Purpose
- Concept board layout:
 - Headline
 - Illustration
 - Body Copy
 - Considerations
- Concept Testing Research
- Approaches; Evaluation; Outcome; Principles
- #3 Syndicate exercise (Concept Board Devising & Testing)
- Concept Buying Score evaluation

- Stage 3 - "Realisation"
- Product/Process Development/Refinement:
- Considerations; Purpose; Models
- Brand Essence for new products
- Benefit Ladder - POD tool
- Definition of Consumer Insight
- Advertising copy development
- New product TV ads
- Finance issues for New Products
- NPD Marketing & Launch Plan
- Final Stage - "Innovation"
- Quotations
- Criteria
- "Matrix"
- "Tops & Flops" - Latest trends
- Examples of successful Category Innovation
- Managing Line Extensions
- Key "influencers" for buying new products
- Virtuous Circle findings
- Packaging innovation; "Differentiators"; Trends
- Causes of NPD Failure & Success
- A C Neilsen's 12 NPD Success Factors
- NPD "Champion"
- Final Workshop Summary



WHAT DO SOME CLIENTS SAY ABOUT RSA? . . .

"Just to say thank you for an excellent week's work. I have heard nothing but praise for the course and your feedback scores must be pretty close to establishing an all-time record!"
 REGIONAL MANAGING DIRECTOR – of leading global confectionery business

"Thank you for the great time that the marketing team had with you. As you have seen in the written feedback, they were very pleased to attend the course, which has been extremely fruitful for all of them"
 MARKETING DIRECTOR – of global brands dairy business

"Richard has developed and run three outstanding marketing training courses. Richard's personal style and ability to draw from a wealth of marketing experience has brought significant value to our marketing department"
 MARKETING CONTROLLER – of #1 Cereal Brand in the UK

"It was my pleasure to meet you again and learn from you. Many of the things that you said resonated deeply with my own experience and views. It is always good to hear from someone with the kind of experience that you have".
 SENIOR ACCOUNT MANAGER – of leading EU Consumer Insight Agency

"A total of 43 marketers attended the five Workshops that you successfully and effectively lead and managed. They gave it an average "Very Useful" evaluations of 96%. The verbal feedback was also extremely positive and appreciative".
 MOD MANAGER IN GERMANY – of biggest global branded packaged goods company

"We train the marketing teams to meet the challenges of tomorrow – your success is our success."
 – RICHARD SUTHONS

For more information – on a totally non-commitment and confidential basis – contact Richard: