INNOVATION PROCESS

1 DISCOVERY / IDEATION

Creative work sessions for new product discovery and ideation.

IDEATION ASSESSMENT

2 CONCEPT DEVELOPMENT

Top ideas are developed into working ideas—names, basic descriptions, and photography.

TEST READY CONCEPTS

3 CONSUMER CONCEPT TESTING

Online testing to see which ideas resonate the most with consumers.

CONCEPT ASSESSMENT

4 PRODUCT DEVELOPMENT

Product formulation, flavor profiles, ingredients, packaging options, and other aspects of development.

TEST READY PROTOTYPES

5 CONSUMER RESEARCH

Consumer sensory testing, usage, price elasticity, and other consumer insights are key factors at this stage of innovation.

PRODUCT ADJUSTMENTS

MARKET-READY PRODUCT

ready for launch.

ALLEBACH COMMUNICATIONS