

CASE: NOVOZYMES

# PARTNERING THROUGHOUT THE ENTIRE INNOVATION JOURNEY

How do we optimise your innovation  
processes from idea to concept to  
drive actionable business impact?

novozymes® 

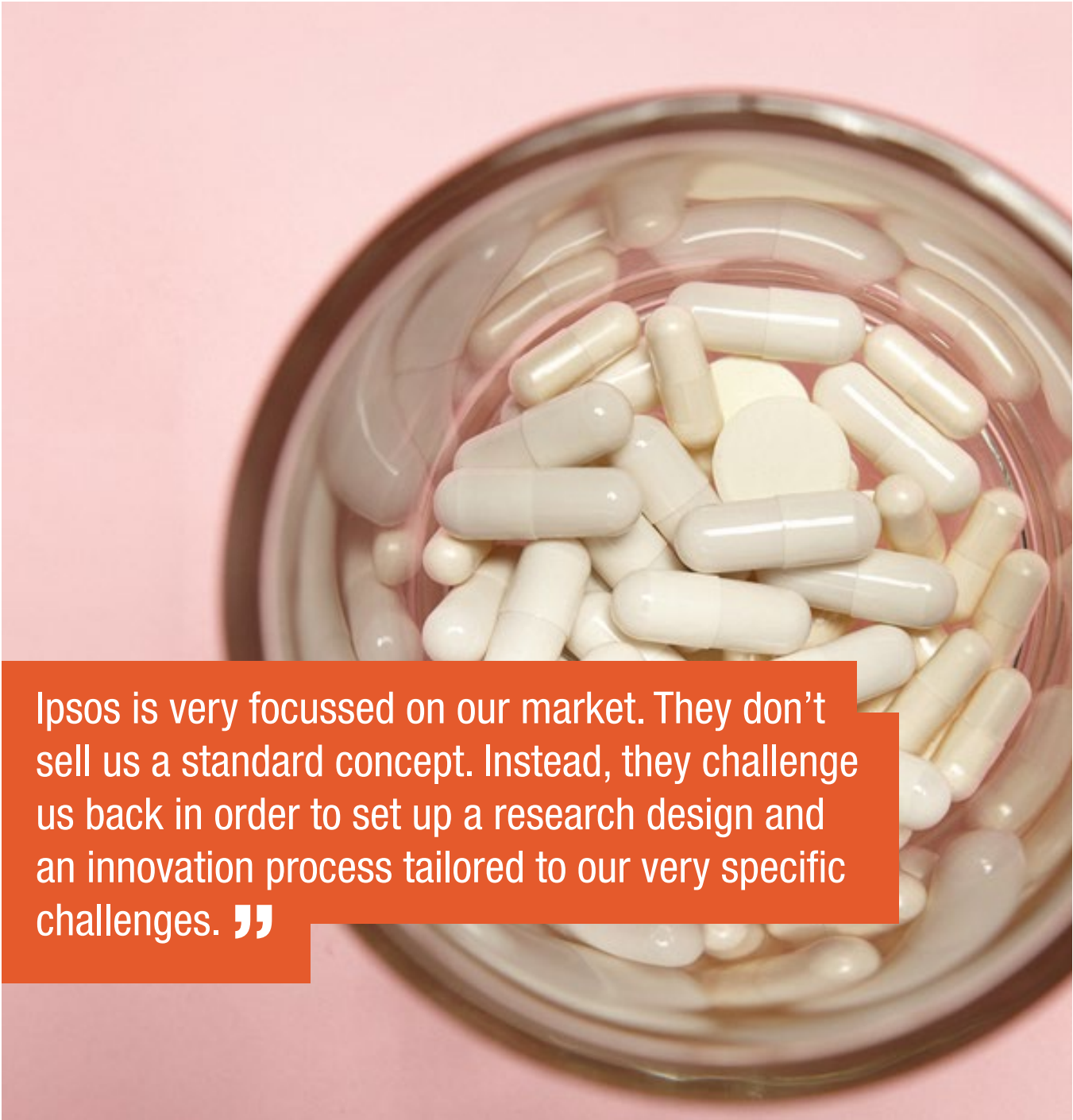


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THE NEXT GREAT PRODUCT INNOVATIONS ARE ALWAYS HIDDEN IN THE DETAIL. IPSOS HELPED US DIG DEEPER BEYOND THE FRAME, WHICH HAS LED TO THE INNOVATION JOURNEY WE HAVE BEEN ON TOGETHER. AND THEIR TRANSLATION OF THE MANY INSIGHTS INTO ACTIONABLE RECOMMENDATIONS HELPED US INTEGRATE CONSUMER REALITY WITH OUR PRODUCT DEVELOPMENT.

Head of Digestive Health Venture at Novozymes





Ipsos is very focussed on our market. They don't sell us a standard concept. Instead, they challenge us back in order to set up a research design and an innovation process tailored to our very specific challenges. ”

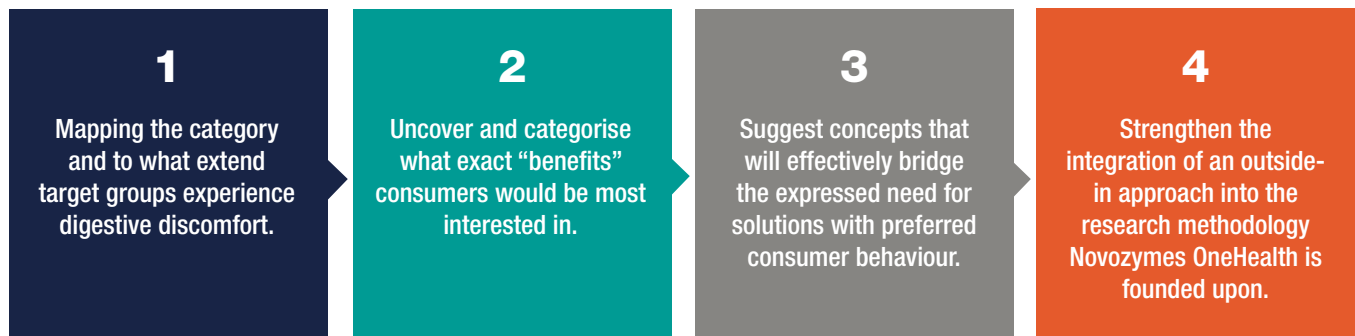
## NOVOZYMES CASE

Novozymes OneHealth is the human health unit of one of the world's leading biotech companies. They carry out research into solutions to help improve gut health for the 3 out of 5 people worldwide who struggle with regular digestive problems. And they are driven by a mission that solutions should not only provide relief to a specific problem but also be designed to meet the reality of consumers' daily life and routines.

**Ipsos has helped design and lead Novozymes OneHealth through an innovation journey.** The first phase uncovered the discomforts people experience and which solutions are more attractive, thus helping Novozymes to re-define the market and identify white spaces. The next phase focussed on the development of final concept and let its actual market potential unfold on selected main markets. When the final solution has been developed, the brand name, pricing, key messages etc. will be tested.

## THE CHALLENGE

Fuelled by consumer insights about gut health and digestive discomfort, the project must help:



## THE PROCESS

**Baseline research and ideas prioritising:** To establish size and character of category. The results expanded the target group (since more consumers than expected experience digestive discomfort) and concluded that most consumers are lacking satisfactory solutions to resolve their discomfort.

**Idea validation:** Using Ipsos DUEL to identify most relevant “need” pockets (white spaces) in the market. The methodology, which focusses on explicit and implicit responses, uncovers consumer preferences. These propositions challenged and expanded the range of possible solutions substantially – and helped prioritise and focus concept development.

**Concept validation and strengthening:** MOPP (Most Often Purchased Product) used as consumer defined competitor towards which the relative performance of a proposed concept is tested. This method identifies relevance, how the concept and its credibility differentiates between target groups. Results are expressed via the unique trial potential.

**Business impact and tactical testing:** Deep insights regarding solution attractiveness, key concept messages, benefits and reasons to believe. All transformed into strategic value proposition building blocks. After further product development, tests will help identify a best brand name, an exact price point and consumer positioning.

**Ipsos’ Innovation concepts and methodology have been used through the entire innovation journey. Multimarket approach to cover strategic regions and to dig out differences in consumer behaviour and preferences but also prevalence of the specific type of digestion problem.**

## THE RESULT



A deeper understanding of how consumers experience digestive discomfort and their actual strategies – or lack of same – to tackle it. Concept innovation and testing with specific road-to-market recommendations on how to improve business potential.

“ It was useful to get guidance from Ipsos’ established innovation space/ concept test methodology. We have gotten valuable deep insights. And Ipsos really helped us translate the results into our own working process and corporate product development framework.

Head of Digestive Health Venture at Novozymes

# BE SURE. MOVE FASTER.

The **Ipsos innovation toolbox** covers the entire process from idea generation through prioritising, optimising and market testing to actual evaluation of packaging and pricing prior to launching.



Click here or  
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about the tool



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**GAME CHANGERS**

