ABOUT US
THE STRATEGY DISTILLERY IS A FRONT-END INNOVATION CONSULTANCY THAT SPECIALISES IN INNOVATION STRATEGY, OPPORTUNITY HUNTING AND PROPOSITION DEVELOPMENT

Founded by ex-blue chip FMCG marketeers who were frustrated with the high innovation failure rates in the businesses they worked in. Our mission has been to uncover the fundamental causes of what is going wrong. And we have developed tools, methodologies and quick wins to avoid and fight these saboteurs of innovation success.

The result - a dramatic increase in success rates; saving clients time and money, and de-risking the innovation process. And it has been repeatedly proven in different markets and cultures, from America to Japan, banking to skincare.

WHAT WE DO

STRATEGY
- Establishing Untapped Market Opportunities *
- Innovation Platform Identification *
- New Business Models & Revenue Streams
- Brand Positioning *
- Brand Stretch *
- War Gaming

IDEA GENERATION
- Idea Bank Creation
- Claims & Demos *
- Naming *
- Concept Writing & Refining
- Ideation Workshops *

IDEA DEVELOPMENT
- Proposition Development *
- Concept Optimisation *
- Packaging & Product Success Parameters *
- Emotional & Semiotic Positioning *
- Go To Market Strategy *

* Unique consumer innovation methodology can be applied

GET IN TOUCH

Do you have a confused brand innovation strategy, a sparse pipeline or innovation idea that’s in trouble?

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