



# Critical Success Factors for Successful NPD's

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healthy  
marketing  
team

Brand Strategy & Innovation Consultants For The Global  
Nutrition Industry

LONDON

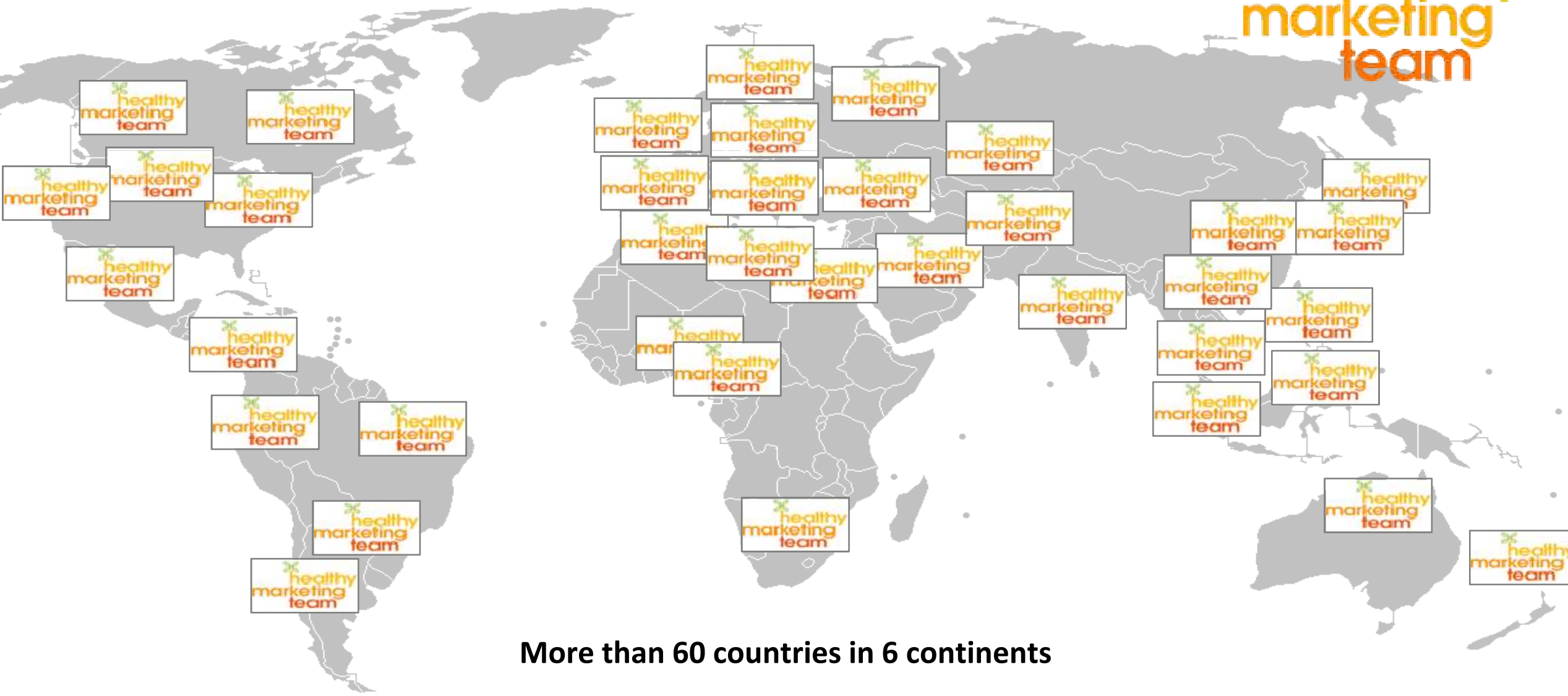
SINGAPORE

SWEDEN

FourFactors® Partners: Sao Paulo, San Francisco, New York



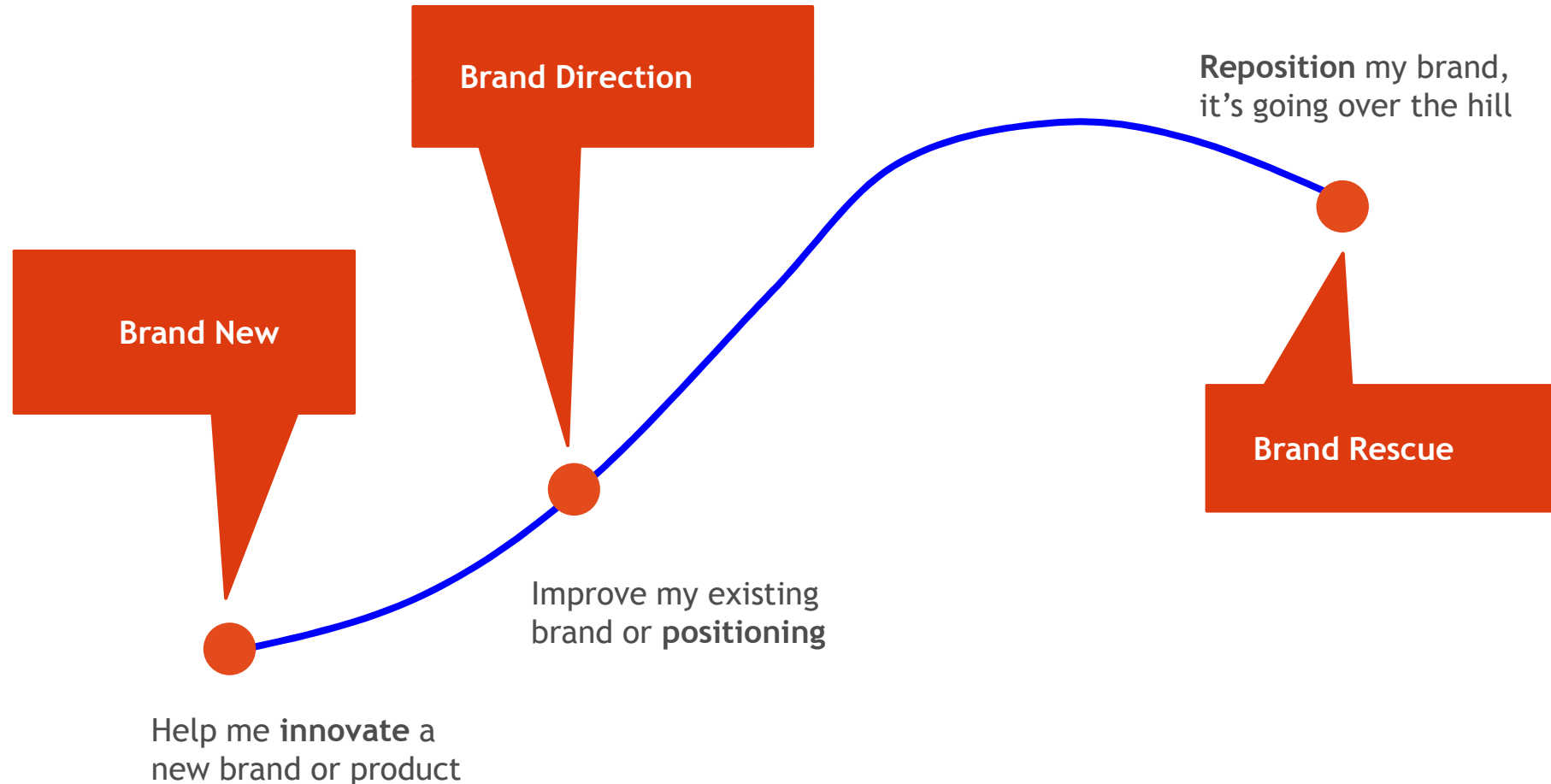
# Global projects – Global learnings



**More than 60 countries in 6 continents**



# Wherever your challenge, New? Growth? Repositioning? ... HMT helps you get it right!





# The Problem..





**80% of new product launches  
fail within 12 months\***

How to get better targeted innovations faster to market?

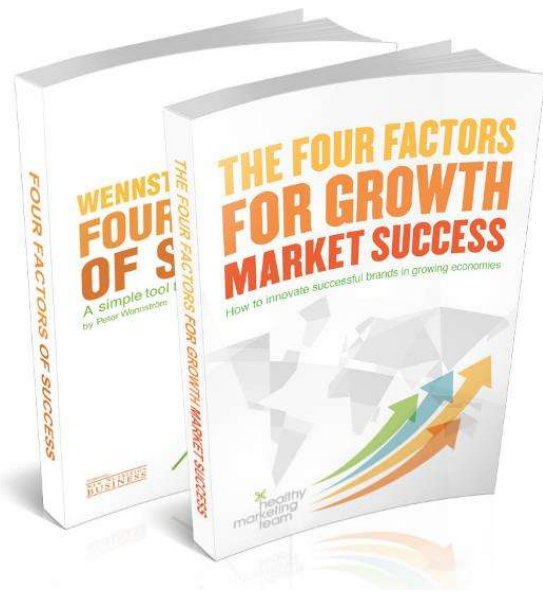
\* Source: Howells, Richard., “Why Good Products Fail and What You Can Do About It” (July 2011) Forbes



# The Four Factors® Brand Acceleration System

Best-in-Class Consumer Centric System for Brand Driven Innovation

1. WHAT ARE THE TRENDS?
2. WHERE TO PLAY?
3. HOW TO WIN?





# 1. WHAT ARE THE TRENDS?



# HMT's Six Global Game Changers

## → Six Nutrition Innovation Strategies



**FOOD**

For health  
& wellbeing



**PEOPLE**

More people & are  
getting older



**RESOURCES**

Are getting scarce



**PRODUCTION**

With natural  
processes



**SCIENCE**

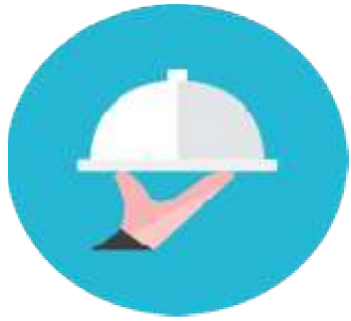
For a smarter future



**TECHNOLOGY**

Empowering  
consumers





# FOOD

For health & wellbeing

The change

*fuel* → *building blocks*

The strategy

**ACTIVE NUTRITION**





# PEOPLE

There are more of us,  
and we are getting old



The change

“one-size → my size”

The strategy

**LIFESTAGE NUTRITION**





# RESOURCES ARE GETTING SCARCE

The change

“Seemingly unlimited → limited”



↑  
MADE FROM  
PLANTS!

The strategy

**SUSTAINABLE NUTRITION**





# PRODUCTION

With natural &  
Transparent processes



Is it reasonable that baby food is older than the babies?

The change

“Processed → Natural”

The strategy

**NATURAL NUTRITION**



full of



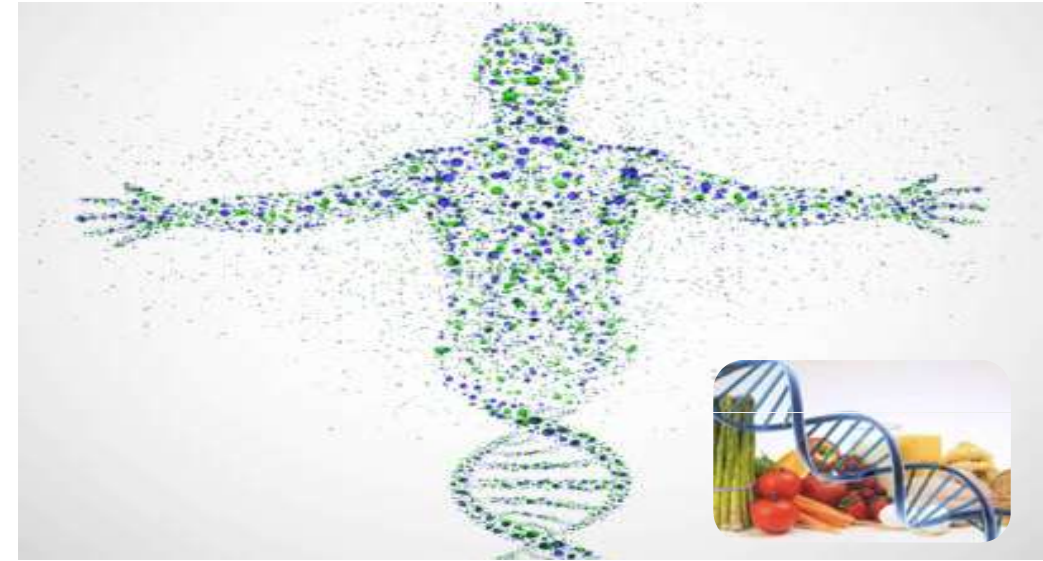
free from





# SCIENCE

For a smarter future



The change

“Treatment → Prevention”

The strategy

**TARGETED NUTRITION**





# TECHNOLOGY

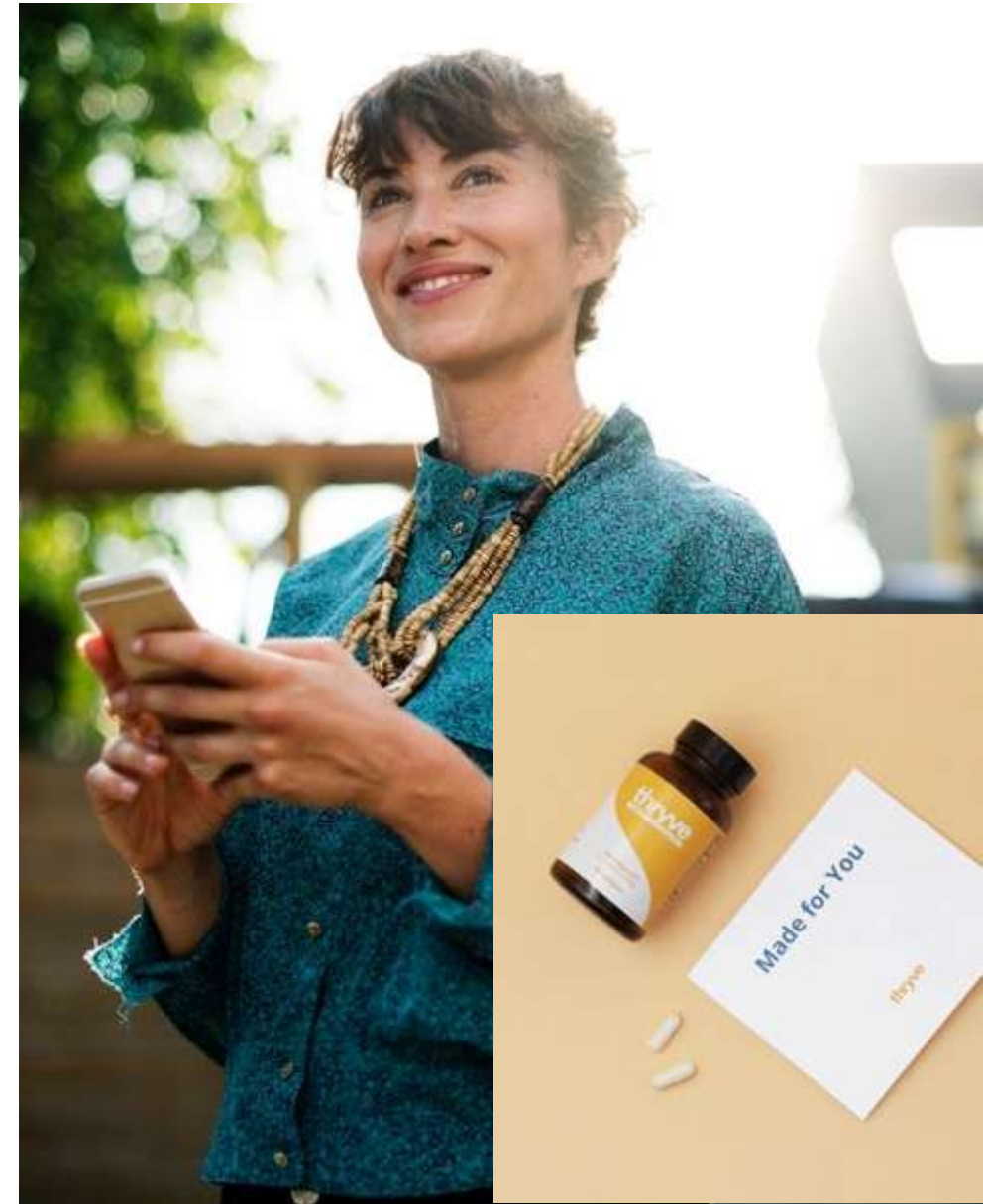
Empowering consumers

The change

“Product-driven → Consumer driven”

The strategy

**i-NUTRITION**





# What Nutrition Innovation Strategies are driving Your brands?





## 2. WHERE TO PLAY?



**Each consumer is different**



**But we can group them by their relationship and  
attitude towards Health and Innovation**



# The FourFactors<sup>®</sup> Brand Acceleration System

STRATEGY:

1. NC

2. NSC

3. WCS

4. LHNA

5. FFM0

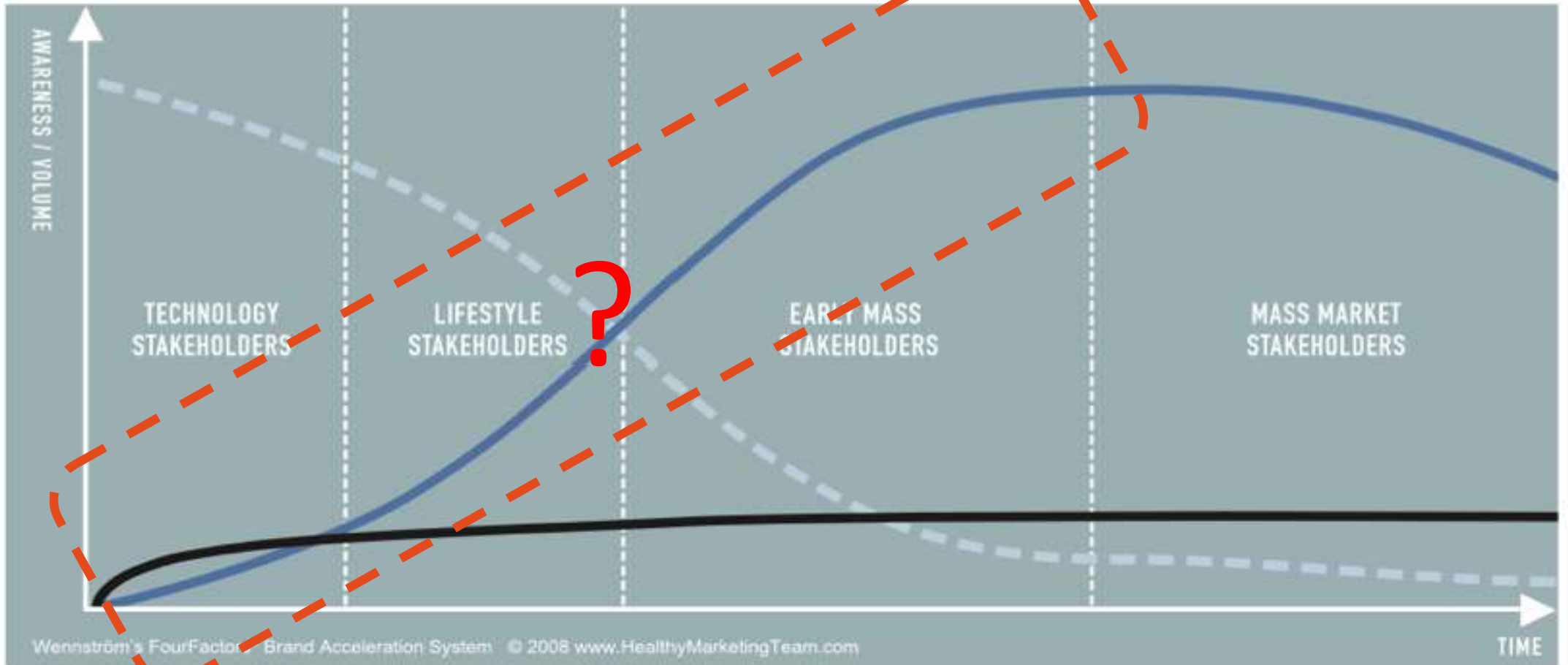
FACTORS

1.  
NEED

2.  
ACC

3.  
UND

4.  
TRUST



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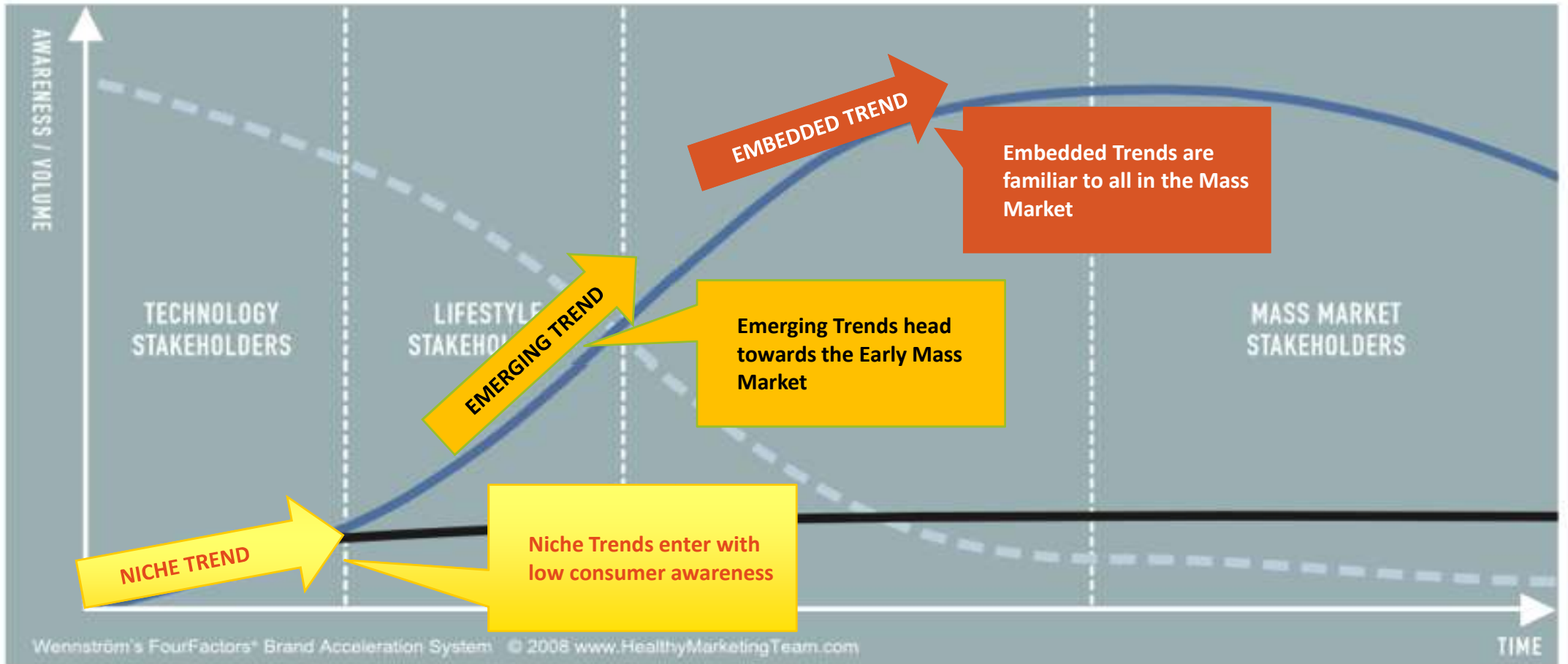
## FACTORS

1.  
NEED

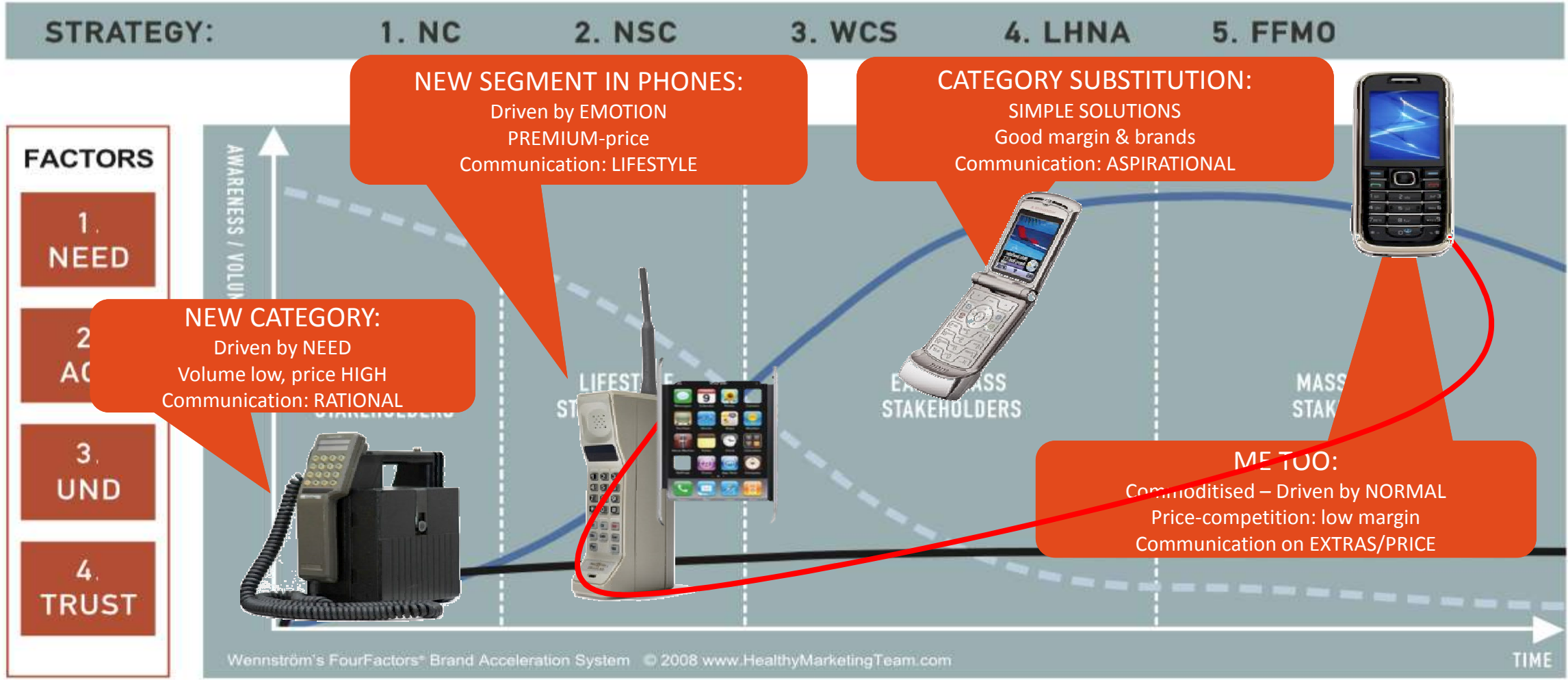
2.  
ACC

3.  
UND

4.  
TRUST



# The FourFactors® Brand Acceleration System



Wennström's FourFactors® Brand Acceleration System © 2008 www.HealthyMarketingTeam.com



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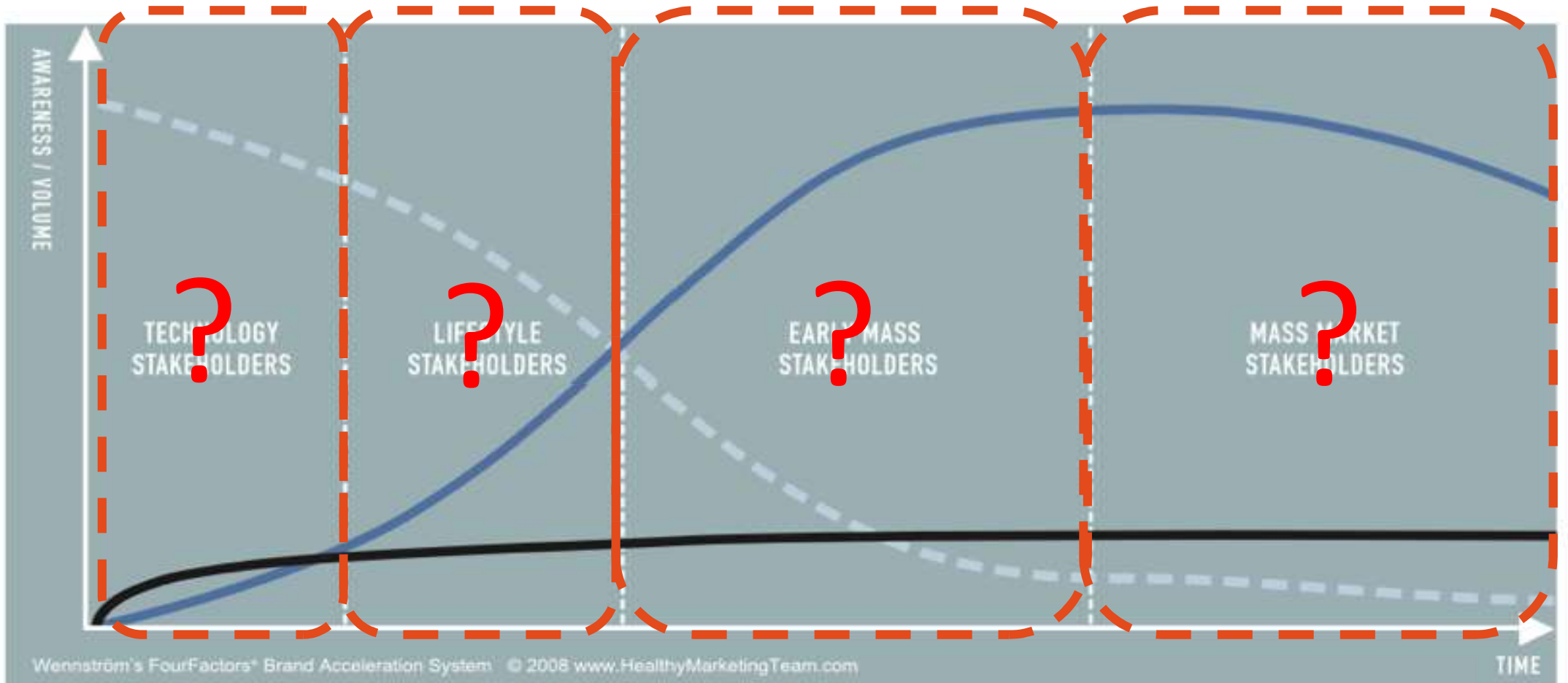
**FACTORS**

1.  
NEED

2.  
ACC

3.  
UND

4.  
TRUST



# The FourFactors<sup>®</sup> Brand Acceleration System

STRATEGY:

1. NC

2. NSC

3. WCS

4. LHNA

5. FFMO

NEED

WANT

SOLUTION

NORMAL

FACTORS

1. NEED

2. ACC

3. UND

4. TRUST

AWARENESS / VOLUME



TECHNOLOGY

LIFESTYLE  
STAKEHOLDERS

EARLY MASS  
STAKEHOLDERS

MASS MARKET  
STAKEHOLDERS

DOES IT FIT MY  
CONDITION ?  
Is it proven?

DOES IT FIT "ME"?  
Is it new / different  
?

DOES IT FIT MY  
DAILY ROUTINE?  
Is it a solution to my  
needs?

DOES IT FIT MY FAMILY  
TRADITION?  
Is it normal / for everybody?

MEDICAL  
"My CONDITION"  
'I need to change'

LIFESTYLE  
"My ATTITUDE"  
'I want to change'

EARLY MASS MARKET  
"My SOLUTION"  
'I have to change'

LATE MASS MARKET  
"My TRADITION"  
'I don't want/need to change'

Went

d Accel

w.Health

TIME

# 3. HOW TO WIN?





**Imagine You've Just Launched a New Product...**

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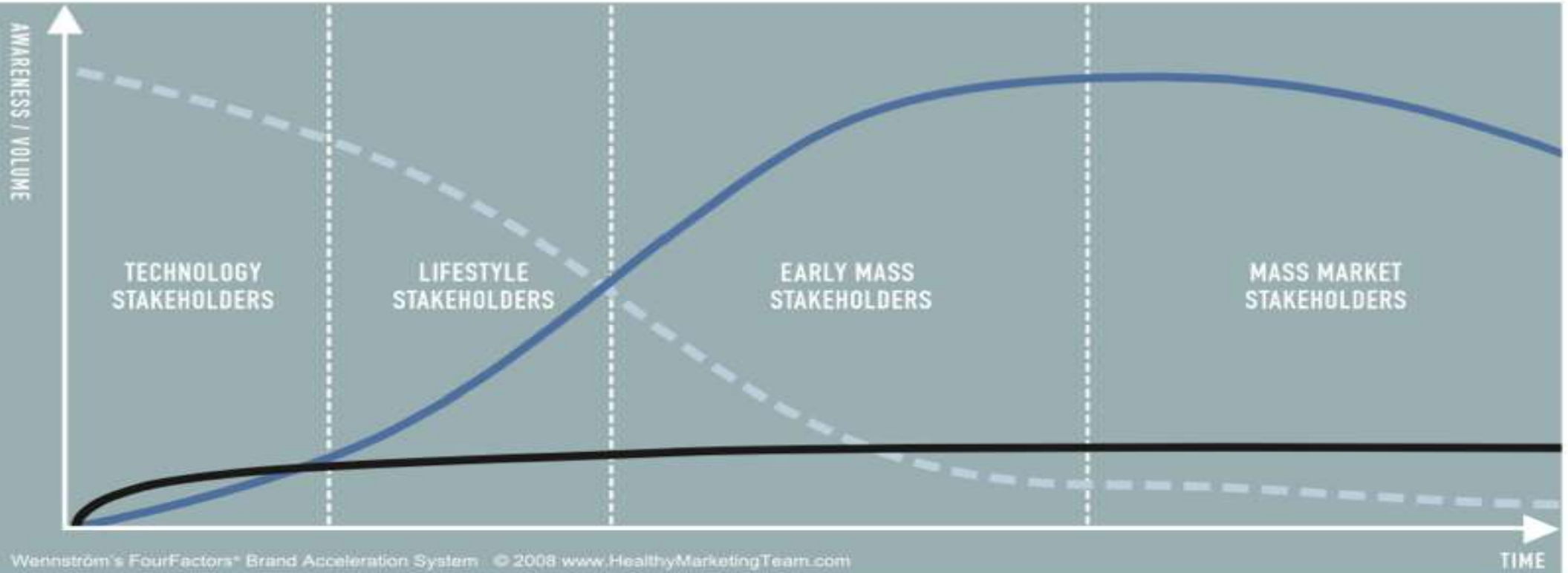
**FACTORS**

1.  
NEED

2.  
ACC

3.  
UND

4.  
TRUST



# The FourFactors® of Success

The value chain starts in the mind of the consumer

## Factors of Motivation



## Factors of Permission





# FOUR FACTORS BRAND ANALYSIS



**Horlicks has been a beloved brand in India in over 70 years!**

**Known as a “great family nourisher”**



## Old Classic Horlicks TVC



# Horlicks – The Great Family Nourisher

## Need the product



## Understand the benefit



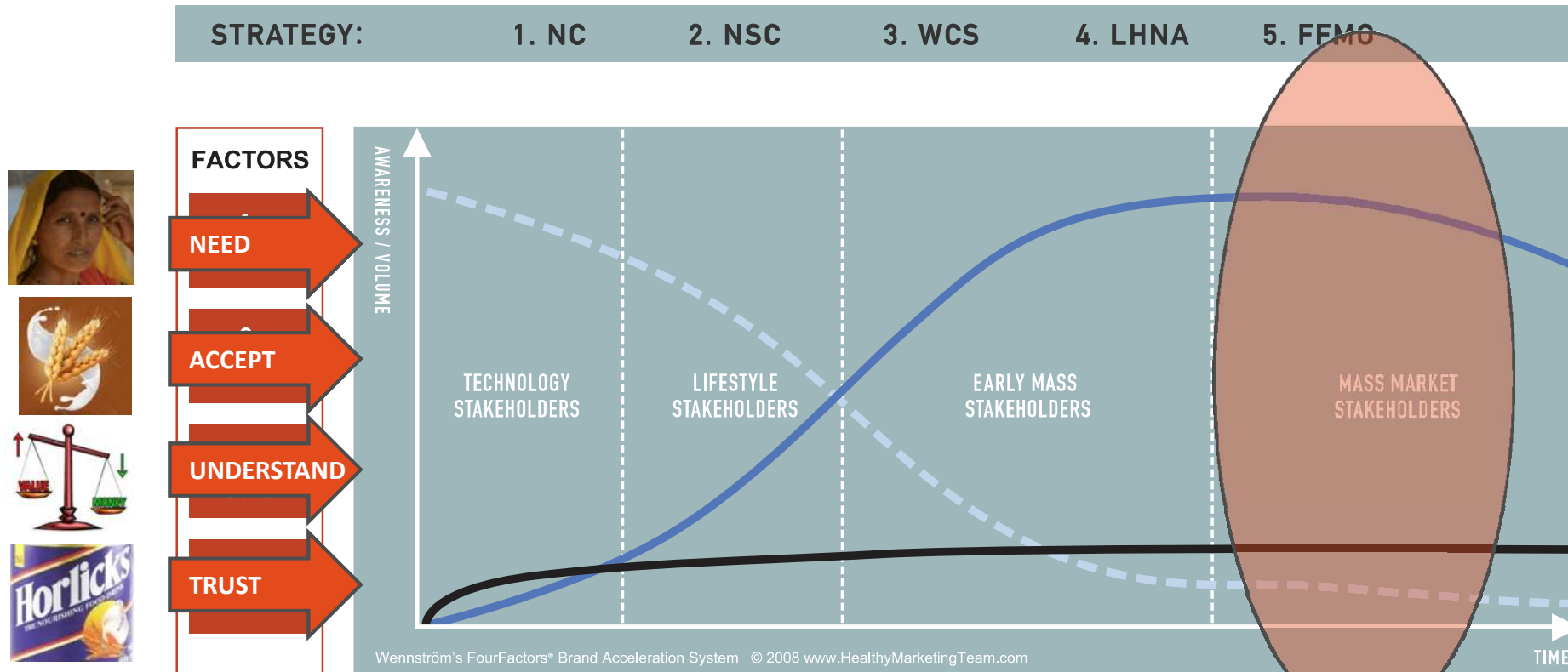
## Accept the ingredient



## Trust the brand



# 1. Horlicks – The Great Family Nourisher



***However,  
the brand had declined by 10%...***



## What's an Indian Mum's greatest wish?



*"I want my child to be ahead in life"*



**Horlicks Clinical Study**  
**Showed Significantly Improved Results vs Placebo**  
Among School Going Children (6 – 16 year olds)



# Horlicks – ‘Taller, Stronger, Sharper’

Loved by Kids – Approved by Mother

## Need the product



## Understand the benefit



## Accept the ingredient



## Trust the brand

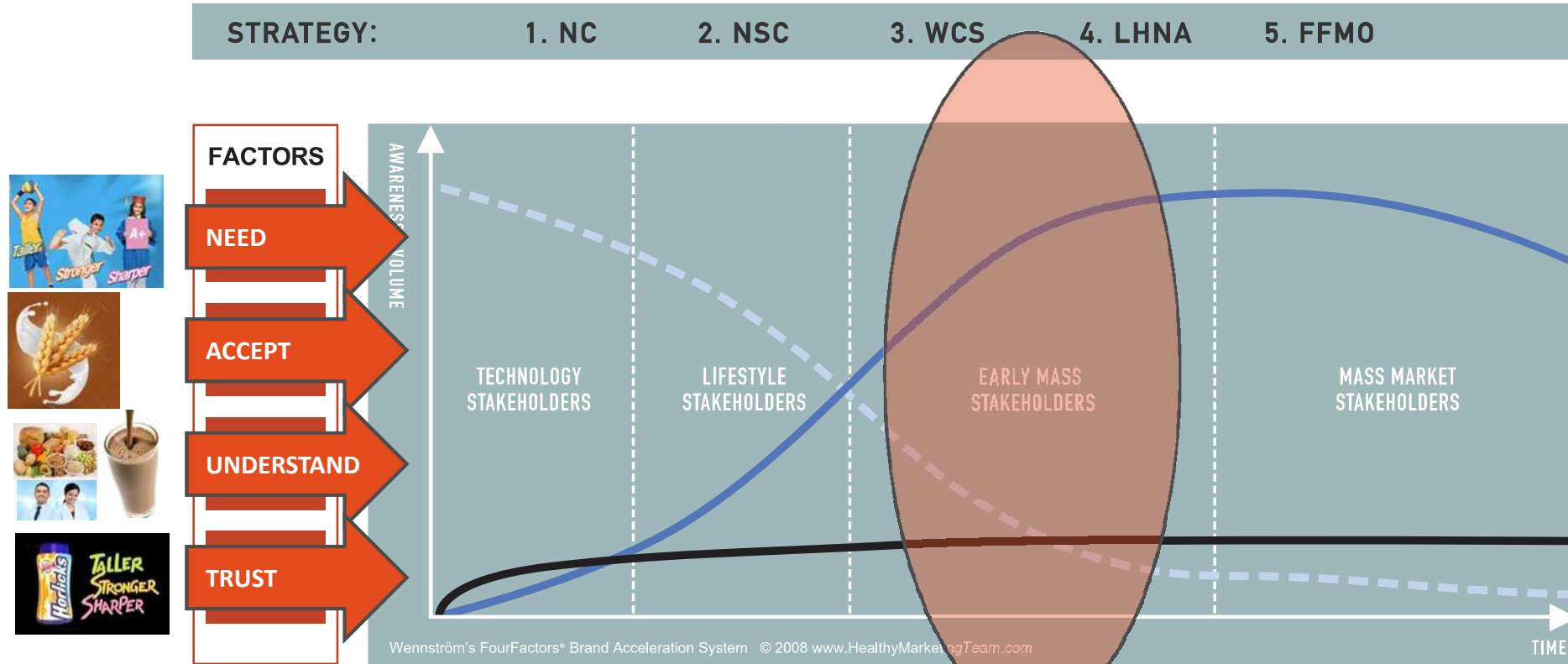


# Horlicks New TVC



# Horlicks – ‘Taller, Stronger, Sharper’

Loved by kids – approved by mother



# Turbo-Charging Your Innovation



**CONSULTING**



**TRAINING**



**EXECUTING**

# FourFactors® Integrated workflow

## Combining Tools, Structures, Templates and Roadmaps





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