

Let's discuss failed products

- What is a product that has failed?
- What were the reasons for its failure?

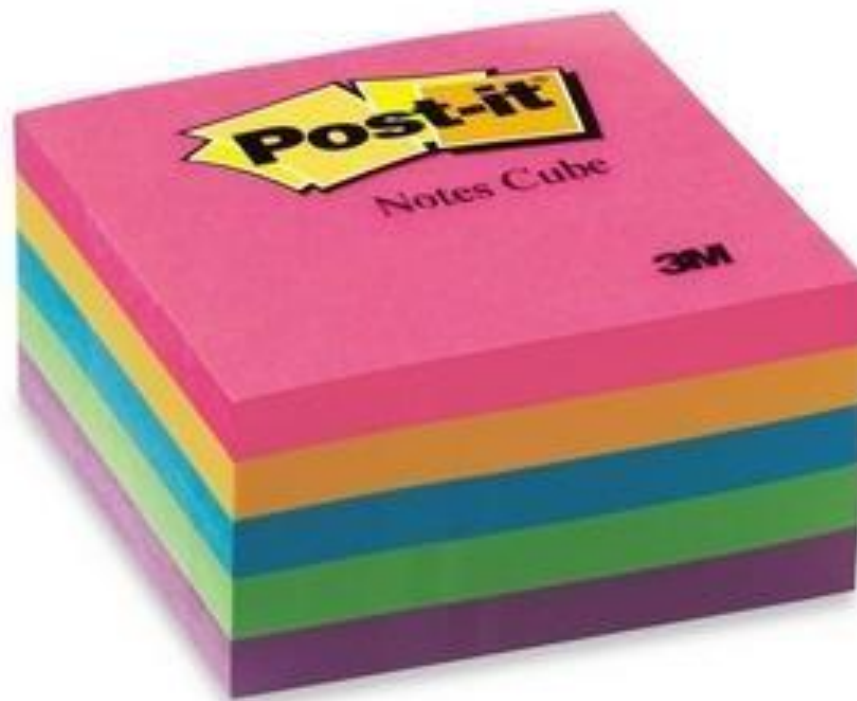


Products often fail because of cognitive dissonance

- Cognitive dissonance is stress or confusion caused by competing and contradictory thoughts (Cooper, 2007)
- We begin to justify responses/argue things over in our mind
- 'This doesn't feel right'



A story of inspiration to start



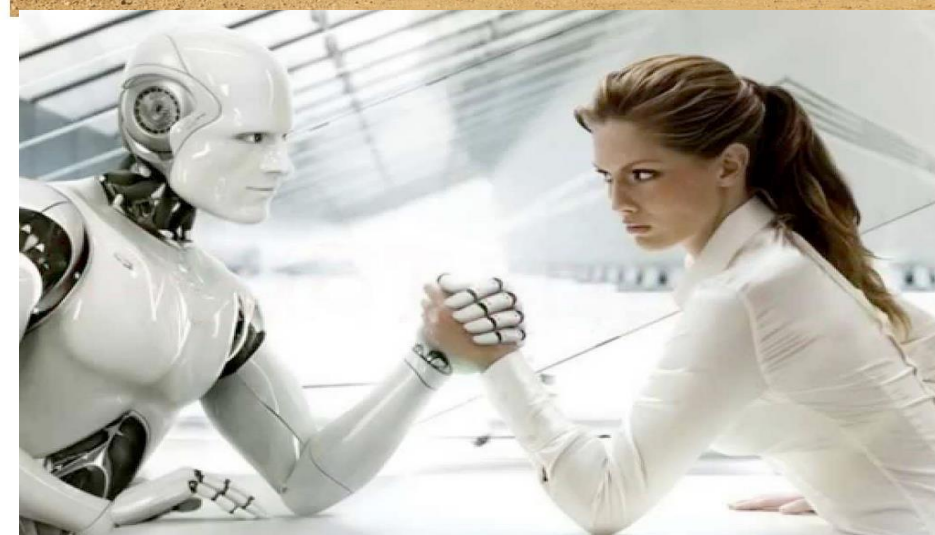
Introduction to Managing Organisational Knowledge

- ▶ The ability of businesses to identify technological opportunities and exploit them is one of the most fundamental features that determines successful from unsuccessful businesses
- ▶ Technology by itself will not lead to success; businesses must be able to convert intellect, knowledge and technology into things that customers want.



3M's Post it notes took a long time to find a market – the technology was there; the application wasn't.

Technology can break open new ideas and new products... discuss



Ideas are often constrained by society – or influenced by market changes



Also consider the infrastructure existing
with competing products – time lag
between innovation and usable product



Dichotomy of Newness



The idea of 'newness' fades away quickly and people move on

Creativity Challenge.

In the last few years, there have been major inventions based on the following 3 everyday products:

- Take 5 minutes to come up with a new product idea based upon one of the following products: Be prepared to discuss and justify your idea:

A kiwifruit

A milk bottle

A fork



Examples of taking an everyday item and developing it

- The Hapifork: Counts your calorie intake
- Red kiwifruit
- Light-resistant milk bottle



Where do great ideas come from?



<http://www.youtube.com/watch?v=NugRZGDbPFU>

Ideas Generated from different sources

- Crustless bread
- Land Rover's Discovery
- There is a debate about whether it is better to be an 'innovator or follower' –that is, whether to be truly innovative, or let competitors do most of the research –and 'piggyback' off them

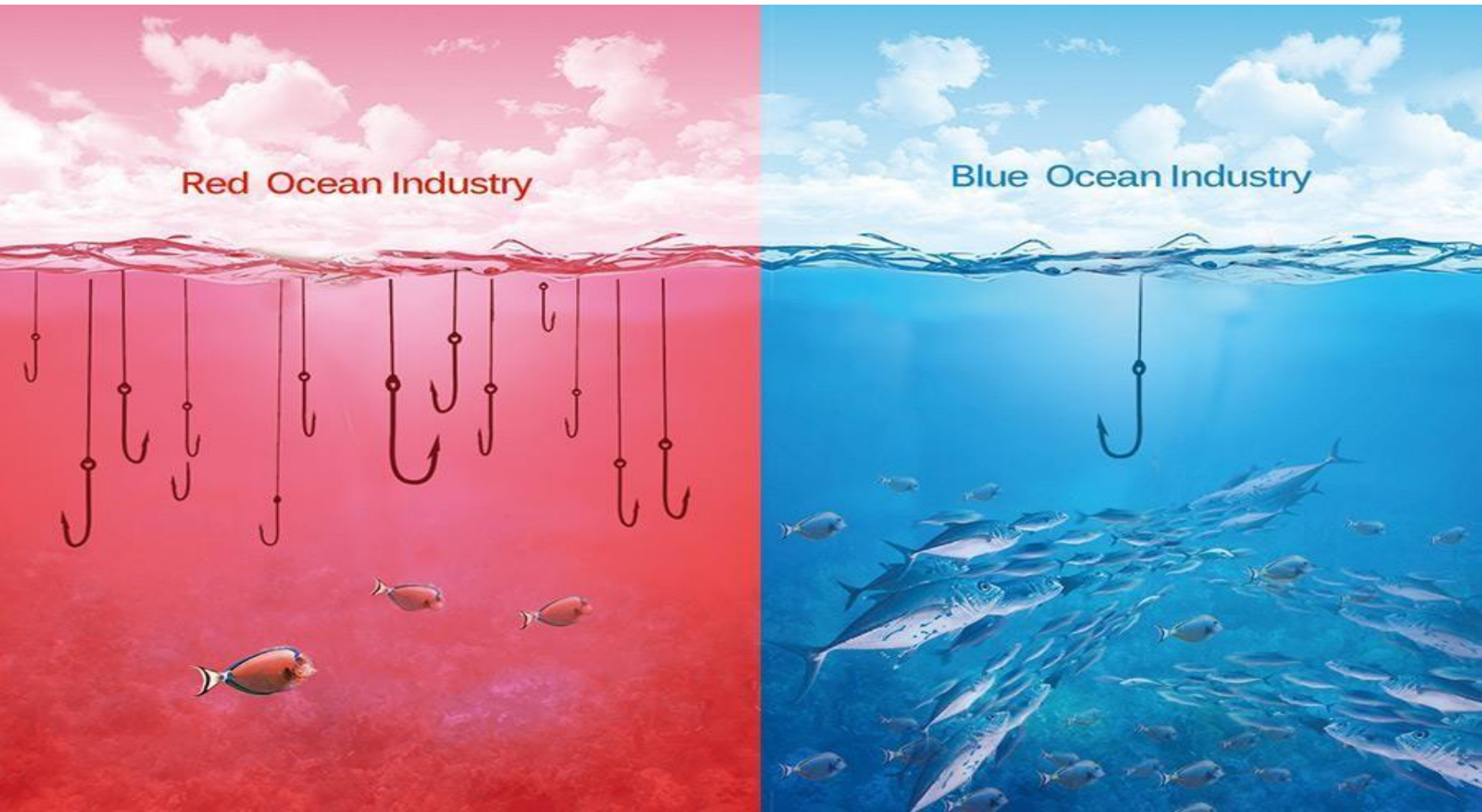


New ideas are generated internally...

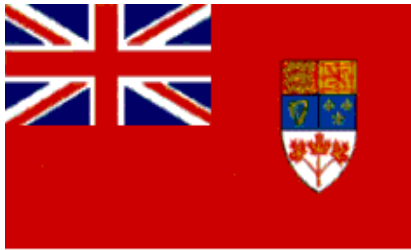
- Research and development
 - In which many companies invest heavily
 - need to resonate with behaviour of consumers
 - Consider cultural factors
- Employees
 - Monitor marketing trends
 - First hand exposure to consumers
 - They are exposed to complaints, ease of use, etc.; hence, opportunities and problems



It is also vital to consider innovation through red ocean/blue ocean theory



How important are colours, symbols and brands to an organisation's success? – let's consider flags



Canada's old flag,
still seen today.



The new flag,
used since 1965.



The lesson for new products – peripheral considerations (such as packaging, colours, shapes, sounds) are sometimes as important, or more important than central considerations (product attributes)

Also known as 'can't see the forests from the trees'



Making Ideas Spread

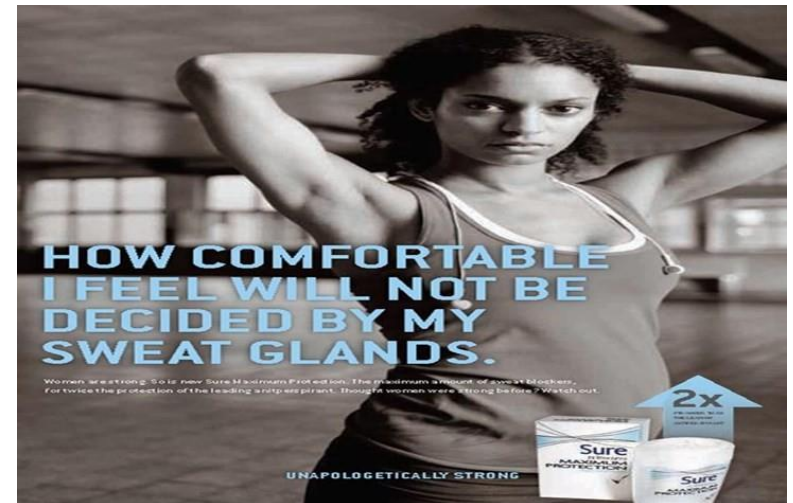


Let's begin by considering two very different approaches – fear and humour



Bye bye, Brands. Hello smoking horrors.

Other types of fear marketing



Before



After



Humour in promoting new products

- Humour often involves incongruity resolution.
- The meaning of the ad is not clear, so the viewer's cognitive processing is needed to create meaning. Once the humour is detected, a pleasant, more favourable attitude to both the ad and, maybe, the brand is formed.
- Humour is considered by ad agency executives to create awareness.

Persuasion: Getting the market to support your new product

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent *Nationwide survey*:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,397 in all—were queried in this nationwide study of cigarette preferences. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of choice tobacco seem to have the same appeal in the smoking tastes of doctors as in millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

2

CAMELS *Camel* **Castles Tobacco**

50% EXTRAORDINARY **Diet Coke**

Entertain in style with **TAYLOR SWIFT**

Enter and you could win a **\$2,500** gift card and cool Diet Coke and Taylor Swift prizes to throw your own extraordinary party.

Your "T-Zone" Will Tell You...

T for Taste...
T for Throat...
That's your...
greatest ground...
for any cigarette.
See if Camels...
don't suit your...
"T-Zone" to a "T."

Packaging Tips: Serve Another Purpose



BLUE

- + tranquility, love, loyalty, security, trust, intelligence
- coldness, fear, masculinity

RED

- + love, energy, power, strength, passion, heat
- anger, danger, warning

BROWN

- + friendly, earth, outdoors, longevity, conservative
- dogmatic, conservative

GREEN

- + money, growth, fertility, freshness, healing
- envy, jealousy, guilt

PINK

- + healthy, happy, feminine, compassion, sweet, playful
- weak, femininity, immaturity

TAN/BEIGE

- + dependable, flexible, crisp, conservative
- dull, boring, conservative

PURPLE

- + royalty, nobility, spirituality, luxury, ambition
- mystery, moodiness

YELLOW

- + bright, energy, sun, creativity, intellect, happy
- irresponsible, unstable

GRAY

- + security, reliability, intelligence, solid
- gloomy, sad, conservative

TURQUOISE

- + spiritual, healing, protection, sophisticated
- envy, femininity

ORANGE

- + courage, confidence, friendliness, success
- ignorance, sluggishness

BLACK

- + protection, dramatic, classy, formality
- death, evil, mystery

SILVER

- + glamorous, high tech, graceful, sleek

GOLD

- + wealth, prosperity, valuable, traditional

WHITE

- + goodness, innocence, purity, fresh, easy, clean

Tropicana

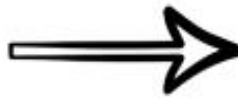
BEFORE



AFTER



BEFORE



AFTER

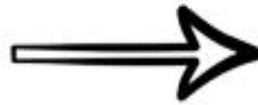




BEFORE



Tropicana



AFTER

Tropicana
pure premium





Continuous
growth –
consider
Monopoly

Otaku

Kaizen

Dichotomy
of Newness

Blue Ocean

A Healthy WA Example



Go for 2 & 5[®]
FRUIT VEG

We all absorb information differently
and have unique strengths and
weaknesses

