

Creating the data, analysis and strategies for evidence based innovation decisions

An ambitious innovation strategy can turn a static project into a market win. CDP takes a systematic approach to the collection and prioritization of evidence, to uncover new opportunities and develop winning strategies, whether your goal is incremental excellence, a category breakthrough, or total market disruption.

Our multi-disciplinary culture is put to work, first to understand your business and innovation needs, then to design highly customized cross-sector research programs. Evidence-based insight is always our guide, as we translate recommendations into actionable specifications that will drive your future success.

Our solutions are dynamic, leveraging definitive truths and reflecting emerging market influences. These may include stakeholder or user needs, cultural references, technical or IP landscapes, commercial objectives and capabilities, external regulations, or market trends. Whatever factors shape your process, the expert minds at CDP work together to ensure the final outcome, whether a product, service or system, delivers extraordinary results.

Seeking proof that consumers would follow novel usage instructions over time, Avon turned to diialog? ? our unique miniature sensing technology ? to capture quantitative data during user tests.

The Design Sprint has the power to fast-track your innovation journey and manage the risk of bringing a new product or service to market. Originally developed by Google Ventures, Design Sprints are an agile method for moving from problem to solution in rapid time.

?We believe that innovation projects should be driven by evidence, so we?ve created a specialist team to research opportunities in diverse sectors across the globe.?

Nicki Sutton

Head of Insight & Strategy

18 Oct 2023

23 Jun 2022

10 Mar 2022