



## BUSINESS BRIEF - IDEATION

COMPANY NAME:	Unilever
BRAND/PRODUCT:	Knorr Scratch Cooking
PROJECT NAME:	Knorr Innovation Roadmap
DATE IN:	09/10/2018

### A. YOUR CHALLENGE

#### 1. CATEGORY / PRODUCT / BRAND

*What should we know about the brand and the product (or the category if unbranded) and how it relates to consumers (who consumes it? when? why? how? what is unique about it?)*

Knorr Scratch Cooking is a category comprising of two major platforms;

- Bouillon: in the format of cubes, powder and jelly
- Seasonings: liquid, or powder complex seasonings (ie not mono herbs and spices)

Our current business challenge is that we are losing penetration in both categories in the Developed worlds. There are several factors at play here – but ultimately the challenge is all about driving **relevance** (particularly to younger consumers) and **preference** in developed markets influenced by:

- Demographics: millennials waiting longer to have children and Baby Boomers living longer.
- Demand Spaces & Meal Occasions: Meals for one or two and social entertaining taking over from family occasions.
- Foods 2.0 Principles & Foods Energies: Championing naturalness, transparency, mission, purpose, personality and relatability.

To address penetration decline globally we need to focus on innovation in Developed markets with a drive to better understand the new normal, position ourselves where our consumers are, and ensure we deliver mixes to meet their new needs.

#### 2. CONTEXT & TARGET AUDIENCE

*What is the societal or technological context of the challenge i.e. what are the evolving consumer usages and attitudes or the new opportunities that are leading to the challenge? Who is it you are trying to change the experience, attitude or behaviour through the solutions the community will provide? What insights do you have on them?*

Target Audience:

- Men & Women
- Age 25 – 50
- Cooks who are creative in the kitchen, and enjoy food, but need a little help in getting their dish's flavour just right.
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'Cooking from scratch' is a growing trend in the Developed world, however Knorr scratch cook categories (specifically bouillon) are in decline.

Over time consumer behaviour in Developed markets has shifted from focus on family occasions to smaller meal occasions or opportunities to entertain. This behaviour is a factor of shrinking family



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sizes, an aging population and millennials choosing to have children later in life than previous generations.

Knorr has built its 150-year legacy on being a traditional family brand with products that cater to these occasions – eg bouillon stock cubes for long cooking, hearty stews.

We need to modernise our product propositions in a way that make us relevant in the new Foodie world of Jamie Oliver, Instagram meals and Wholefoods. Central to this is ensuring that our products fits intuitively into our consumers predominant cooking occasions;

- Meals for one or two (likely to be week day)
- Social Entertaining Meals (with friends)

### 3. CHALLENGE TO THE COMMUNITY

*What will community members be tasked to deliver through their creative entry? Do you have already some guiding insights, routes or directions that could be leveraged by the community?*

Conceptualise a new Knorr cooking product that brings flavour to modern day Foodie dishes where ingredients need to be quick, versatile and intuitive, whether it's for a small meal (one or two) or entertaining friends.

- Product: Must be a cooking ingredient (seasoning/bouillon) but any format (dry/wet etc)
- Pack: Unrestricted
- Place: Used in-home

## B. YOUR IDEAL IDEA

### 4. WHAT DOES THE IDEAL IDEA LOOK LIKE?

*In what format do you want the ideas to be brought to life? What does a great idea deliver, and what impact does it have on the target audience? Which experience, attitude or behaviour do we want to change?*

A good idea will be simple and intuitive. We want to complement our consumer's changing habits rather than ask them to change for us.

### 5. ADDITIONAL INFORMATION TO BE PROVIDED BY THE COMMUNITY

*What other questions should we ask creators to answer to qualify their entry? Examples: "What is the benefit of your idea to the target audience?", "What is the frustration or need your idea addresses?", etc. (maximum 3 questions)*

Describe the person you described this product for.  
Why do you think he / she would be your product?  
What is he / she using now to fulfil this need?

### 6. WHAT ARE THE NO GO AREAS?

*What are the areas, territories, ideas, designs, concepts that you do NOT want creators to focus on? You may have researched them before, have already thought of them or know it does not work for your brand.*

No mono-herbs or spices.



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No complete meal solutions (eg ready-made meals)

### 7. GUIDELINES

What are the guidelines and constraints creators need to take into consideration when designing their idea?

Beware of creating products that are too premium – they need to fit comfortably on a Tesco shelf.  
Keep a focus on the flavour benefit of the product.

### 8. (OPTIONAL) EXAMPLES OF GOOD/BAD IDEAS OR INSPIRATIONAL MATERIAL

It can greatly help the community if you give an example of what could look like a good idea, and a bad idea – or examples of existing solutions that could be inspiring – explaining why they are good/bad/inspiring.

An example of a good idea is our recent new concept in 'Cooking Bases.'  
The product is a ready-made Sofrito (garlic, onion and olive oil). Sofrito is used as the base for many dishes – especially pastas. Providing a readymade solution gives consumers reassurance on flavour as well as convenience (no chopping required).

## C. YOUR SUCCESS CRITERIA

### 9. WHAT WILL YOU DO NEXT WITH THE IDEAS ?

What are your next steps once you receive the output from the community?

<input type="checkbox"/>	CONSUMER TESTING. My partner is :
<input checked="" type="checkbox"/>	INTERNAL VALIDATION / WORKSHOPS
<input type="checkbox"/>	INSPIRATION & STIMULUS FOR MY AGENCY. My agency is :

Other (please specify below).

### 10. HOW WILL YOU GAUGE THE ROI/SUCCESS OF THIS PROJECT?

What are your KPIs? How will you measure your return on investment? By when do you expect to validate the results?

- Delivers on flavour
- Original

## D. ASSETS, TIMING & CONFIDENTIALITY

### 11. CAN PARTICIPANTS USE PICTURES FROM COMMERCIAL LIBRARIES TO PARTICIPATE?

Tick one only - most Clients choose "Yes".

<input checked="" type="checkbox"/>	Yes. I understand that I will get more entries to inspire me and for internal use but that there could be restrictions in terms of usage and transfer of IP rights.
<input type="checkbox"/>	No. I only want new materials whose all elements have been created by the participants even if it means I will receive much fewer entries.

### 12. WHAT ASSETS CAN YOU PROVIDE?

Inspirational visuals, mood boards, pictures, videos etc.



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Mood boards, images.

### 13. WHAT CONFIDENTIALITY LEVELS ARE REQUIRED?

Tick all that apply.

- Show my brand *(This is the best option to attract creators)*
- Hide my brand *(Please note that an unbranded project may result in fewer entries)*
- Let contributors comment on each other's entries *(This will allow you to get creators' reciprocal feedbacks on ideas)*
- Hide entries from other contributors

If you chose to let contributors comment on each other's entries, which question should we ask them to answer when they evaluate the idea of another contributor?

How would you make it better?

### 14. HOW CAN WE COMMUNICATE ABOUT THE PROJECT?

Please untick if you DO NOT WANT eYeka to include this project in a newsletter.

- eYeka may share the link to the community brief in a newsletter **within** your company.
- eYeka may share the link to the community brief in a newsletter **outside** your company.

### 15. WHAT IS YOUR SCHEDULE?

When do you need the output from the community by? Enter key dates our project managers must be aware of. Include any time where you or members of your team that are key to this project will not be available (holidays, planned meetings, other commitments...).

#### VALIDATION:

##### FOR EYEKA

##### BRIEF PREPARED BY:

Name: Lisa Ohlin  
Job Title: Global Director - Unilever

##### FOR CLIENT

##### BRIEF REVIEWED AND AGREED BY:

Name:  
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Client signature: