

THE GARAGE GROUP



Enabling corporates to innovate and grow like startups

Entrepreneurship isn't just for startups.

Corporate teams are under **pressure** like never before as competition comes not only from the “big guys,” but also from startups and **small, nimble companies** and **trends that seem to move faster than the speed of light**. To win with consumers and with talent, corporates must be **faster and more agile**. To grow a profitable business today, the new definition of scale is all about the ability to pivot continuously.

It's time to return to the start and become
entrepreneurial again.

At The Garage Group, we hang out with startups, but we work with established brands and big companies on **strategy, ideation and insights**. More than anything, we love to bring corporate teams back to the heart of that **entrepreneurial hunger, drive and agility** that builds great initiatives, brands and companies.

*Our Clients and
Expertise Areas*



P&G

PEPSICO

Kellogg's

 **Abbott**
Nutrition

KEURIG

LENSCRAFTERS

YANKEE
CANDLE
the world's best loved candle

STAPLES

MARS
petcare

lyft



Special
K

PPG



vantiv

always

CLASSICO
INSPIRED ITALIAN

Reebok 



weightwatchers
Smart Ones

pringles

curate

OLAY



Charmin

JERGENS

Crest

ZONE perfect
nutrition bars



Tredegear
CORPORATION



EVO

KOST USA

**CONSUMER PACKAGED GOODS / FOOD & BEV
RETAIL / APPAREL / CONSUMER HEALTHCARE**



How we get there





Breakthrough

what happens when you combine startup-inspired mindsets and approaches with a need for initiative pipeline development on an established business? breakthrough!

Our idea generation and development process translates best practices from Design Thinking, Lean Startup and Value Proposition Design, among other startup-inspired approaches to break through traditional approaches to ideation. Focus. Externality. Multiplication. Connection. Pressure. Approaches, tools and mindsets that deliver the momentum and genius of truly new, business-building ideas.

A black and white photograph of a man with a beard and curly hair, wearing a checkered shirt, looking down at a smartphone he is holding. The background is blurred, showing what appears to be a window or a doorway. The image is used as a background for the text overlay.

Articulate The Need

via smart & iterative consumer research

We're not your father's market research firm. We leverage multiple "methods" to learn about consumers and their needs. Mining social media, scouting publically available data, digital ethnography, observing consumers at home or in the store, connecting with consumers via email or webcam: these are all tools in the toolbox. The best researchers use a variety of approaches to learning, guided by the learning objective rather than the rules of any single method. And the result? A more holistic picture of consumer needs and the context behind them. A deeper gut level understanding, with less of the traditional constraints and limiters of traditional approaches.



Introduce A Broad, External Perspective

with unexpectedly relevant trends and analogs

Relevant and boundary-pushing inspiration is crucial to breakthrough ideas. Our unique approach to inspiration starts with consumer insights and needs, and then mixes in two more categories of input: Trends and analogs. Intangible trends aren't our style -- rather, we curate applicable trends from today's competitive set, adjacent categories and "influencer" categories (for example: shopping technology). Our smart searches scour startup media, kickstarter and indiegogo and uncover trends you've likely never heard of. The artful inclusion of analogs (cases from brands, products, services, business models, elements of nature or science, etc that have solved the "core issue" associated with the consumer, retailer or business need that a team is innovating against) ensures that teams stretch beyond their incumbent business models.



Generate Truly Breakthrough Ideas

by making connections across volumes of input

Armed with insights and a true abundance of new inspiration, we further equip teams by teaching the skill of associative thinking, enabling them to “connect dots” between seemingly unrelated points to create a new idea or thought. As we connect insights, trends and analogs, “needs” with “possibilities,” breakthrough ideas are born. Often the self-proclaimed non-creatives and skeptics become the prolific idea generators. Robust templates ensure that idea capture goes well beyond a couple of words on a Post-it note. Energy builds as individuals and teams generate noticeably different ideas, that are on strategy and relevant for their target consumers.



Develop Initiatives & Momentum

through iterative development and pitch competitions


Organizations are rarely short on ideas. In most cases, teams struggle to take ideas to the next level. They leave an ideation workshop inspired, but then the day-to-day demands of the business simply distract them from turning ideas into initiatives without months of scheduled meetings, reviews and tests. So, we build the process and exercises to ensure ideas are well developed: pursuing multiple directions, working in small multi-functional teams, getting frequent input/feedback and ultimately preparing to “pitch” their idea(s) for funding decisions. Rounds of iteration are punctuated with consumer input (via webcam/iPad), practice “pitches” and lots of coaching to ensure barriers are anticipated and solved for. Initiative prototypes emerge, teams are energized and actionability is optimized.

Identify The Best Ideas

with faster and more realistic screening

Models and tools built on claimed purchase intent and past purchase dynamics just aren't as effective anymore at helping teams mitigate risk around which ideas to pursue. Behavioral approaches, which ask consumers to commit to choices, are more helpful for early-stage idea screening in most cases. Our prediction market capability enables teams to understand relative appeal of ideas and strength of consumer interest for individual ideas. And, we're fast...no one wants the buzz kill of a three-week wait to find out which ideas are really the biggest. Real time, overnight, or at most a few days is all we need to screen through scores of ideas so the team can keep moving.





Optimize Consumer Concepts

by ditching the focus groups and taking a lean approach

Frankly, we were frustrated with focus group bias, functional expertise debates and long weeks of travel that consistently produced watered-down consumer concepts. So, we re-invented the approach. Our focus: develop and optimize concepts that consumers can't wait to buy in-market. Our experienced writers bring ideas to life. Iterative sets of web-cam interviews, punctuated by consumer-informed optimization of language and visuals, rapidly and effectively produce relevant ideas and unanimous team alignment. Oh, and it's done in two days without travel (or the need to detox from focus group back-room sugar highs).

Our Work

a few case studies



CASE STORY

Redefining a Category

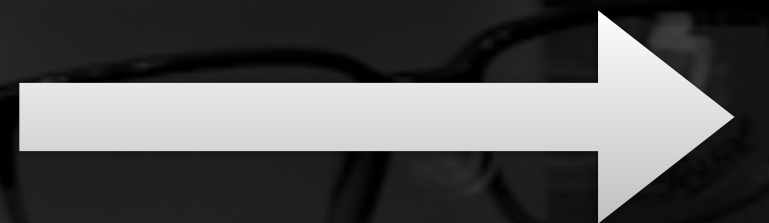
Guiding an iconic Fortune 500 food & beverage brand to reposition its global strategy.



CASE STORY

Expanding Brand Strategy

Enabling a retail brand to create an omnichannel ecommerce strategy, without alienating current brick and mortar customers.



*Want to take a leaner, more
agile, more breakthrough
approach to your strategy,
innovation pipeline or insights?*

Let's talk!





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