

PROPOSITION IMPACT[©]

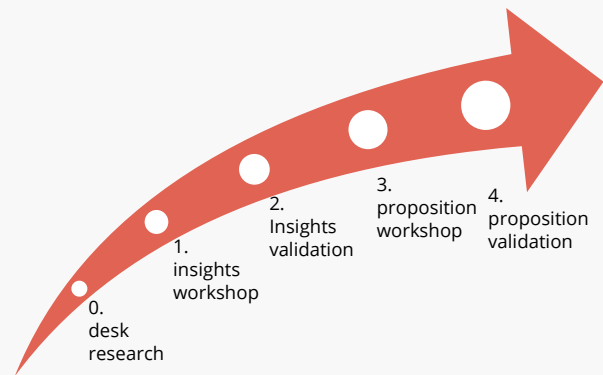
3MO and DVJ Insights created a pragmatic, inspiring and effective program for the development and validation of new propositions.

This unique approach can create any form of propositions, e.g. a new service, a product innovation an activation or a platform.

What is Proposition Impact?

Growth often is the most important KPI for a brand. And successful new propositions are critical enablers of that growth. To many marketers the main challenge is how to develop a proposition that not only addresses a relevant customer need, but also offers sufficient potential to become commercially successful...

3MO and DVJ Insights developed an **effective, quick turnaround 5-steps approach:**



The workshops are moderated by a skilled Senior Consultant of 3MO, who has ample experience in proposition development with an impressive list of leading brands and companies.

With your own team you will develop insights and propositions that are validated through effective research approaches.

1. Insight Development Workshop (full day)

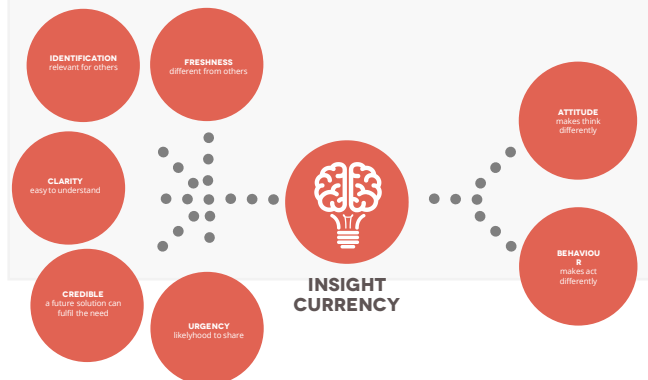
By 3MO

Fact-based insight generation session based on existing data and information about the target group, applying a mix of theory, inspiration and exercises.

2. Insights Validation (up to 24 hours)

By DVJ Insights

Your insights are validated quantitatively. By using the 'Insight Currency' you select the insights which have the strongest potential. This 'Insight Currency' is based on 7 key dimensions.



By using DVJ's unique massqual philosophy not only you identify the strongest insights, but also get personal stories from your consumers – based on those particular insights. These stories fuel your creativity and accelerate your proposition development.

MORE INFO ABOUT EFFECTIVE PROPOSITION DEVELOPMENT? PLEASE CONTACT US!

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3. Proposition Development Workshop (full day)

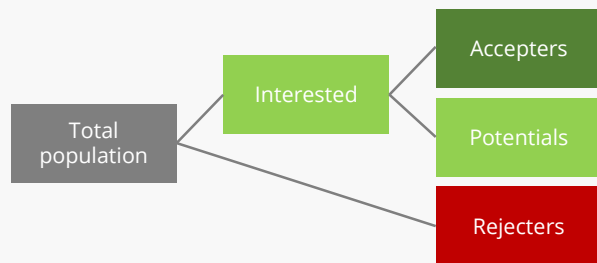
By 3MO

Proposition development session using the validated insights and 3MO's proven 4B model and checklists. During the workshop different teams deliver several propositions.

4. Proposition Validation (as off 24hrs)

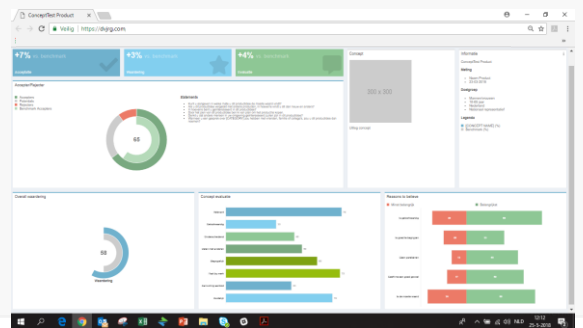
By DVJ Insights

Here your final proposition is assessed against a proven proposition evaluation approach. Depending on your need this can be done either through DVJ's detailed ConceptOptimizer or by using a quick turnaround study. Both options are using validated measures and your results are assessed against DVJ's database.



4a. **ConceptOptimizer** typically is a DVJ Insight's approach, using qualitative and quantitative techniques – when not only validation is important, but a continued exploration of proposition remains essential. By using DVJ's unique mass qual philosophy and analytical skills it **also identifies areas of optimization**. With a lead time of approx. 4 weeks.

4b. A different approach is DVJ's **speed concept test**, allowing you to only validate your final proposition, when you have the confidence the concept doesn't need to be optimized and just want to select the most promising one. The turnaround time is **up to 24 hours**, depending on your target group. This speed test provides you an intuitive scorecard of the key success criteria.



scorecard of the speed concept test

ABOUT US

3MO is a thought leading marketing communications consultancy agency. 3MO is independent and has a great network of organizations, agencies, publishers and other relevant players. We help our clients to strengthen and accelerate marketing, communication and media activities. We are experienced in brand positioning, insight driven proposition development, customer experience, customer journey mapping, communication strategy, content marketing, pitch consultancy, media management and digital media.

DVJ Insights is a Dutch-based research and consultancy agency with a global footprint. We help our clients understanding how to realise growth by identifying relevant drivers, optimising communication, introducing winning propositions and improving customer & shopper experiences.

DVJ Insights believes that research is all about listening. Listening to our clients to make sure the research is embedded in the organisation and answers the right questions, and listening to consumers by giving them the opportunity to express their feelings and share their stories. We add value by leveraging the experience and expertise of our seasoned research and consultancy team, and staying true to our innovative mass qualitative philosophy.

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