



THE WORLD NEEDS NEW

THE WORLD SHOULD BE BETTER.
THERE ARE HUGE OPPORTUNITIES TO
MAKE NEW THINGS. TO RETHINK
ENERGY, TRANSPORT, HEALTHCARE,
GOVERNMENT. WE THINK THERE'S
NOT ENOUGH AROUND THAT'S NEW.

BUSINESS GROWTH, PARTICULARLY
IN TIMES OF MASSIVE CHANGE
MEANS DOING NEW THINGS. THE
BEST WAY TO BEAT UNCERTAINTY
IS TO STIMULATE NEW DEMAND.
APPLE INCREASED ITS R&D SPEND
DURING THE DOT-COM CRASH...
AND MADE THE IPOD.

BRAND INSPIRES NEW

Innovation is unpredictable, often wasteful, full of dead ends. But there's a good way to inspire it, focus it, and make it do-able. Start with your brand. Start with what you stand for, and what you're specially good at.

This is brand-led innovation. It's how the greatest innovators – Google, Prada, Safaricom, Tata – instinctively do it.

Your brand can inspire new things. Equally, new things are essential to your brand.

We live in a world where sceptical consumers believe reality, not image. They expect organisations to be useful, and to stay useful – or they'll go somewhere else. Keeping your brand alive therefore means creating new reality – making new services, new products, new experiences, new business models, year after year.

AND NEW DELIVERS BRAND

BRAND IS BIG

NEW

So brand-led innovation means using your brand to inspire new things. Which in turn strengthen your brand.

For Wolff Olins, brand is a big thing – not just how you look but the idea that drives you. For GE, for instance, it's 'imagination at work'. For Unilever, it's 'adding vitality to life'. For Tate, an invitation to 'look again, think again'. These brands are deep, wide-reaching thoughts that guide everything their organisations do. Including how they innovate.

OLD WAYS DON'T DELIVER

Traditionally, innovation is technology-led. Too often, this means clever solutions in search of a problem. The ideas may be great, but there's no market for them.

Other innovation is finance-led, aiming to exploit potential profit pools. This makes short-term money, but not a long-term business.

User-led innovation – which starts by observing people, what they need, and how they behave – generates small improvements, but rarely big breakthroughs.

BRAND- LED WORKS BEST

And none of these approaches generates ideas that are unique to you.

Brand-led innovation has three huge advantages.

WORKS BETTER

Because it's based in your brand, it comes up with things that are operationalisable. Things that fit your culture, skills and technologies. And things that people will want to buy from you.

COSTS LESS

It means you only ever develop ideas that are do-able by you and credible from you. It filters out all the seductive new technologies or user

insights that will only distract you, waste brainpower and throw away money.

GOES FURTHER

Brand-led thinking pushes you towards new things that are big and lasting. And it comes up with things unique to you, that others can't readily copy. All of which builds your brand, creating long-term value.



WE DO NEW



Wolff Olins has worked with the world's best brands. And many of them are great innovators: people like 3i, Adidas, First Direct, Frito-Lay, GE, Orange, Sky, Sony Ericsson, Target, Tata, Tesco and Unilever.

With Bono's project (RED), through the brand idea of 'conscious consumerism', we inspired a whole range of (RED) products, from the red iPod to special (RED) editions of Vanity Fair magazine and the Independent newspaper, helping (RED) to raise over \$100 million to fight Aids.

With the London airport rail link Heathrow Express, we used the brand idea of 'seamless travel' to inspire every detail of the service, from signage and architecture at Heathrow to a taxi-sharing service

in London. Heathrow Express now carries 15,000 passengers a day.

With UK non-profit Macmillan Cancer Support, through the brand idea of 'source of support, force for change', we created new web-based services for people with cancer to share experiences, and for volunteers to live the brand. In year one, 21% more people sought and received help from Macmillan.

NEW IS NOW

More and more clients are asking us to help them innovate. They know that growth depends on coming up with the right new ideas.

We're working with a car company to create services that will bring in new revenue and widen the meaning of its brand way beyond 'product'.

With a global bank to rethink the idea of the branch, creating an entirely new customer experience that breaks the boundaries of financial services.

With a foods company to create a new natural snack range that revolutionises the school lunch box.

And with a media company, using the brand idea behind their hugely successful television series to generate a whole range of products and services – aiming to make them bigger than Disney.

HOW TO DO NEW

We can help you to do brand-led innovation. And more importantly, to build brand-led thinking into your culture.



AMBITION

We'll work with your people to define where you want to go. What exactly your brand stands for. And what your ambition for innovation looks like. You'll get a shared excitement about your direction, and a shared appetite to get there.

CREATION

We'll facilitate teams of your people to create new concepts for services, products, experiences and business models. You'll get really great ideas that both grow out of your brand and feed into it.

ACTION

We'll craft the things you need to turn idea to reality – investment cases, visualisations, prototypes, pilots, implementation plans. You'll get the tools you need to operationalise your brand-led innovations.

There's no formula for new: we create a unique work plan for each client.

Contact one of us and tell us about your ambitions for new services, products, experiences and business models. We'd be happy to explore with you how brand-led innovation can help.

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