



illuminating iterative innovation

**Empowering ambitious teams to
accelerate learning and amplify innovation**

Dr. Heli Holttinen

|CAM|BR|I|

Hello!

Cambri is a plug-and-play consumer insights and concept testing tool.

We enable modern iterative innovation.

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Today's presentation

PART 2

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*4 ways
Cambri
empowers
iterative
innovation*

PART 2

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Solve
important
problems

Generate
demand that
didn't exist
before

Refining





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3. A new attitude toward iteration

How often is the initial hypothesis of the consumer pain point correct?

100%,
80%,
50%
or 20%?

3. A new attitude toward iteration

Explore > Test > Learn > Shine

OLD WAY

- One test round
- Screening out
- Expensive
- Broad & vague research goals

NEW WAY

- Iteration is a must!
- Learning and iterating
- Each iteration cheap and fast
- Super clear what needs to be learned

4. Focused insights direct and fuel creativity

BUSINESS NEED

Which decisions will we make?

What are our hypotheses?

INSIDE NEEDS

What do we need to know to make decisions and improve plans to create more value for our customers?

DATA & METHODS TO GET ANSWERS & FUEL CREATIVITY

Explorative vs. validation

Quantitative vs. qualitative

Attitudinal vs. behavioral data

4. Focused insights direct and fuel creativity

See the forest

Well-articulated research targets
& results provide clear insights

Creative bursts

Cross-functional design teams focus
on the biggest opportunities

Purpose + Creativity + Iteration across organization = Growth

Companies that

Embed purpose,
follow an iterative approach,
embrace creativity,
and make data and insights
available across an organization

Grew 3.7 faster than
peers in 2018-2020

**McKinsey 2021:
Survey with 860 executives globally**



PART 2

*4 ways Cambri
empowers
iterative
innovation*

CAMBRI ETHOS

***Innovation
must do
way more
with way
less.***

MORE

Meaningful brands and products

LESS

Unproductive working time

Budget on projects that don't deliver

Natural resources on unwanted products

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DANH SÁCH CÁC NHÀ HẢO TÂM
LIST OF PHILANTHROPISTS

1. Cambri empowers ambitious teams and organizations to learn and iterate fast.





Automated research flows are available throughout the innovation process.

Choose your testing case

IDEATION

- Identify category drivers & segments (MaxDiff)
- Screen product / service ideas (MaxDiff)

CONCEPT DESIGN

- Product concept testing
- Service concept testing
- Optimize product / service attributes (MaxDiff)

DEVELOPMENT

- Packaging design testing
- Optimize visual identity & designs (MaxDiff)

GO TO MARKET

- Brand & comms testing
- Choose the best name/tagline/claim (MaxDiff)

POST LAUNCH

- Brand health & category drivers (MaxDiff)

Create your own survey

A woman with long dark hair is seen from the side, looking at shelves of bottled products in a grocery store. The shelves are filled with various bottles of different colors and sizes. A glowing yellow line loops around the woman's head and extends across the frame. The text is overlaid on the left side of the image.

2. Cambri makes it easy to understand consumer value creation and where to focus creative energy.

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Consumers demand value

As socio-cultural agents and resource integrators

HEDONISTIC & EXPERIENTIAL

Multi-sensory pleasures

FUNCTIONAL

Easier, faster

SYMBOLIC

Self-identity, social me

VALUES FIT

With one's lifestyle & values

FINANCIAL

Cheaper, great deal

Emotional & rational
evaluation & experience


Reflective & unconscious



3. Cambri saves everyone time, from hours to days.

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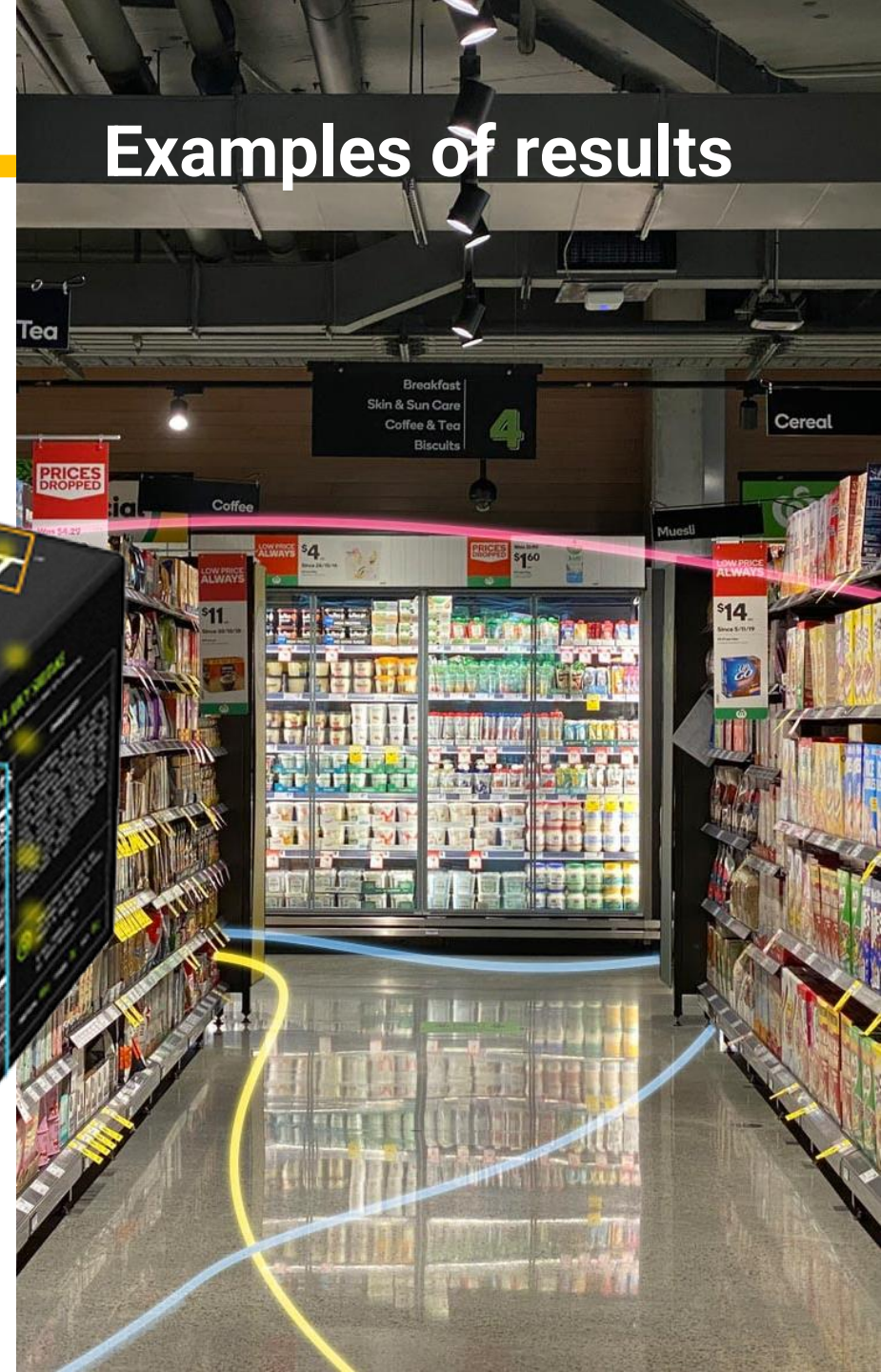
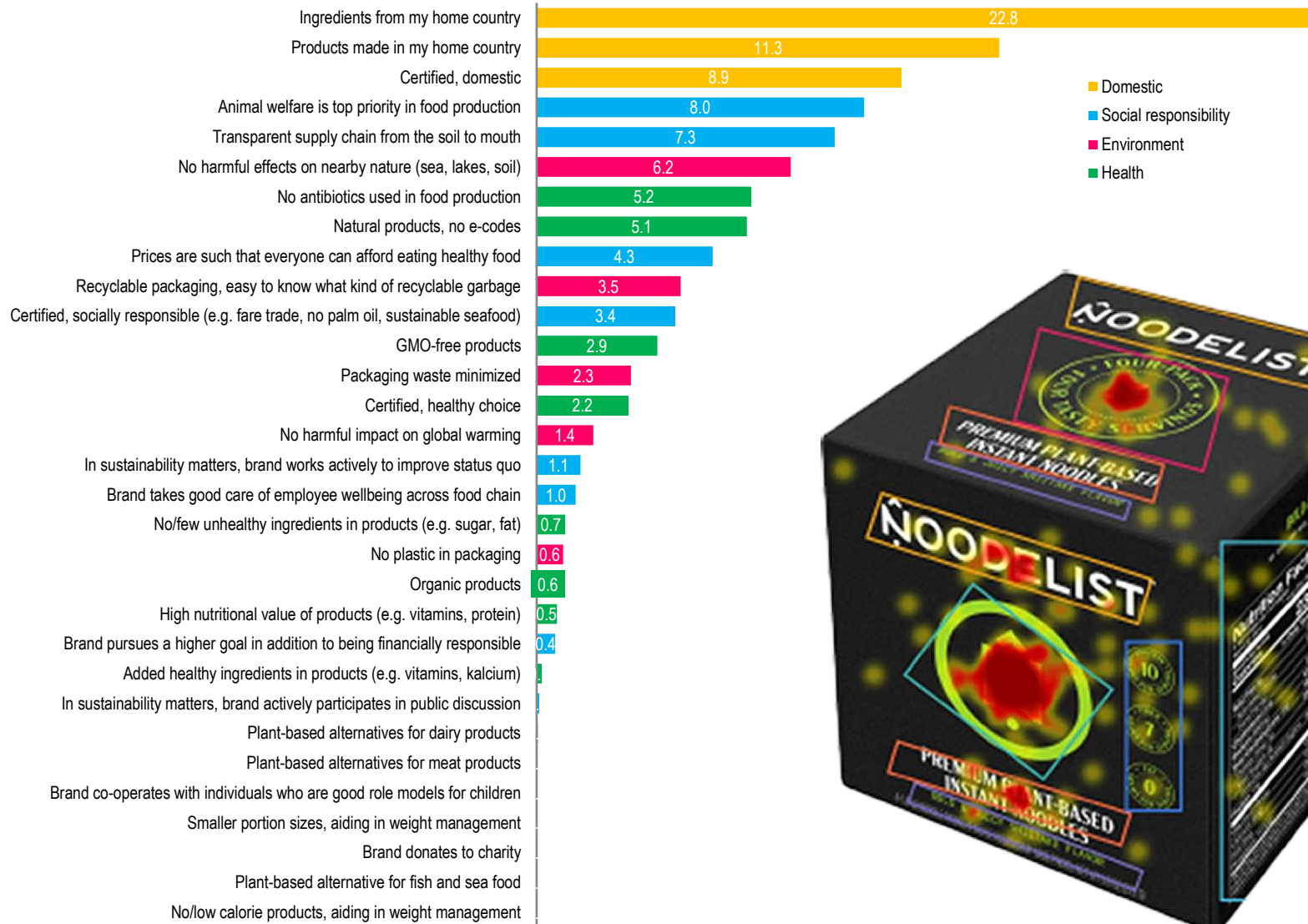
& Cambri



4. Cambri enables everyone to work with premium quality insights

| C A M B R I |

Examples of results



WRAP-UP

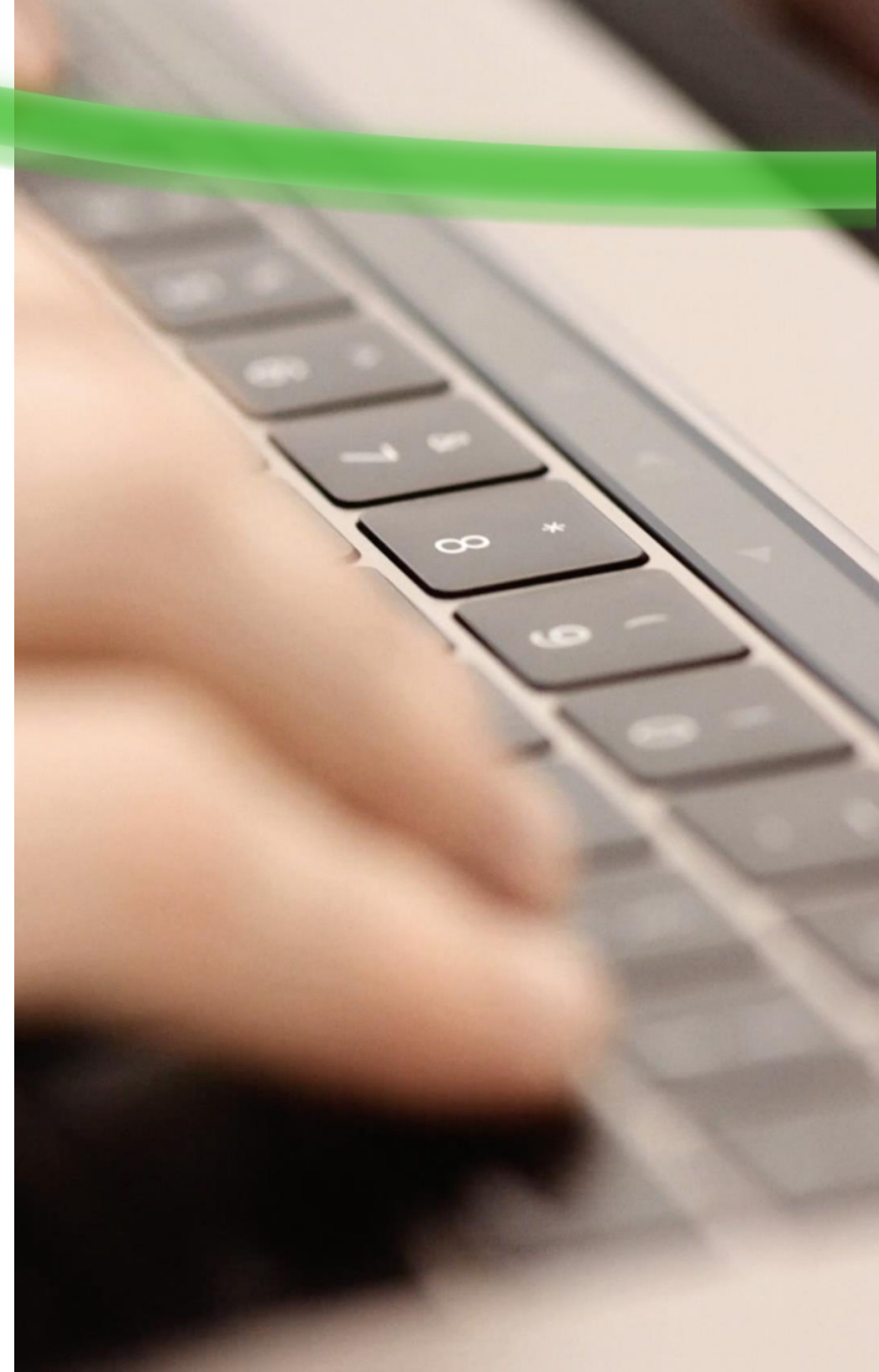
Modern innovation success

Aim for high measurable value.

Openness to iteration.

Targeted insights direct and fuel creativity.

Purpose + Creativity + Iteration across organization = Growth.



WRAP-UP

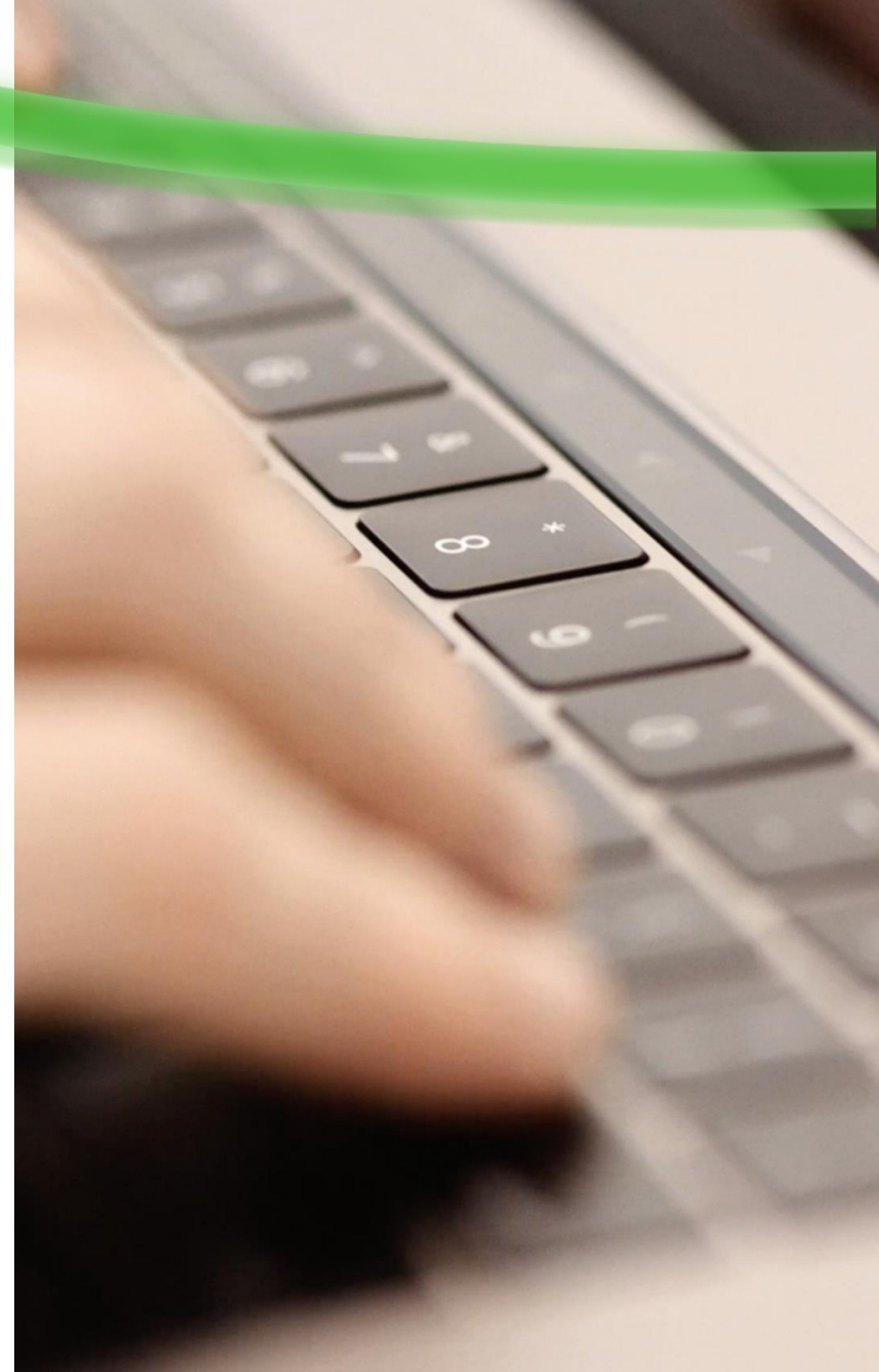
Cambri's iterative innovation

Learn & iterate fast.

Understand consumer value creation, focus creative energy.

Save time and budget!

Everyone can work with premium insights.



Questions?

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