

# How innocent's 'Greenhouse' community is growing ideas, insight and inspiration.

Emma McClintock (innocent) & Melissa Birkett (Verve)  
Quirk's London, October 2021



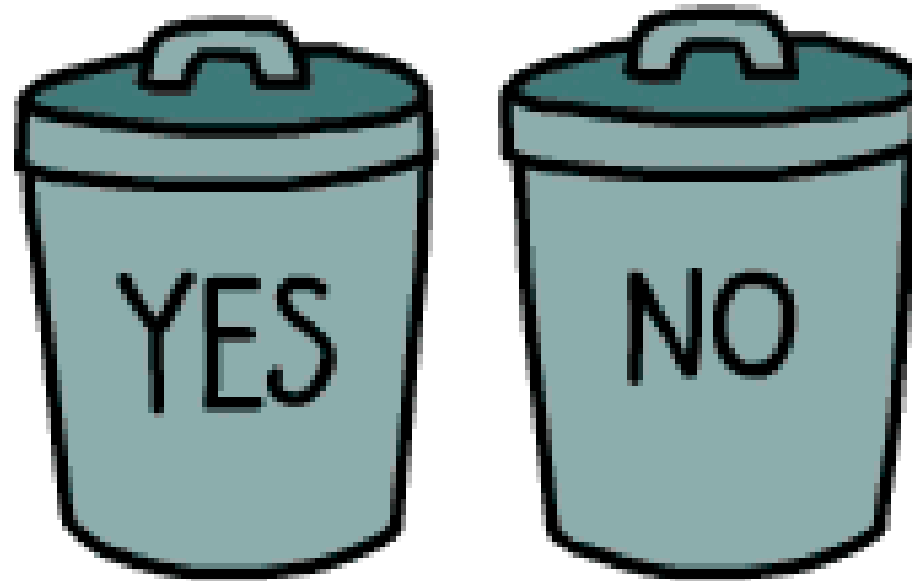


hello



Engaging and involving customers has always been part of innocent's DNA

---





Our challenge is how we keep that connection and stay little as we grow big



more fruit than you  
can shake a stick at

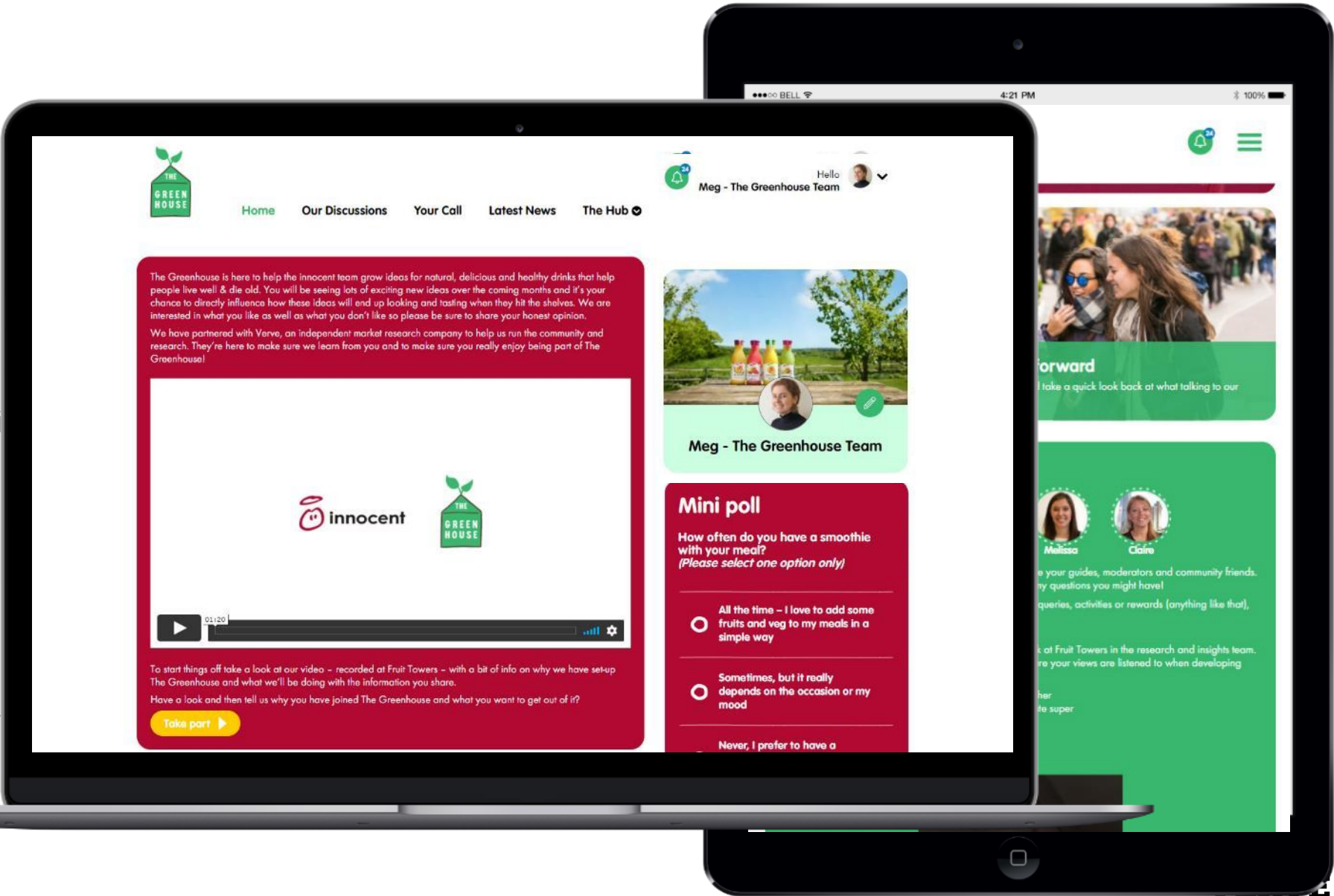
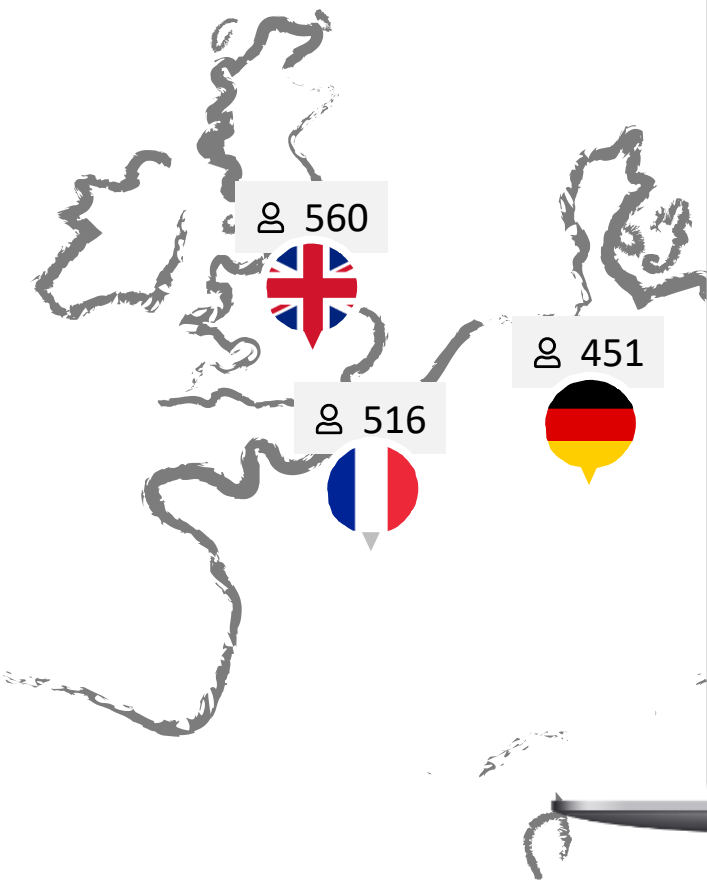
and never any added sugar



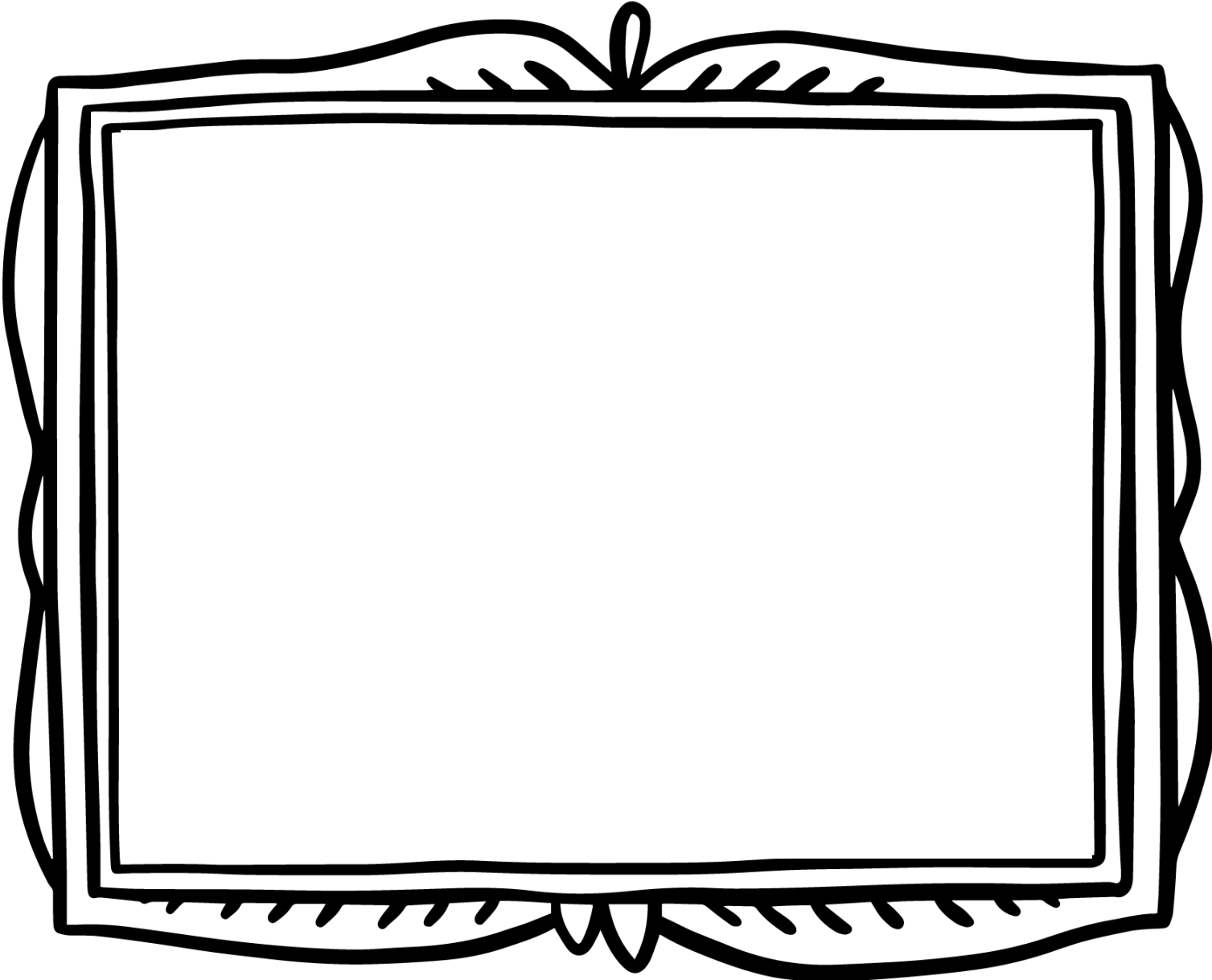
VERVE



# Intro-juicing The Greenhouse

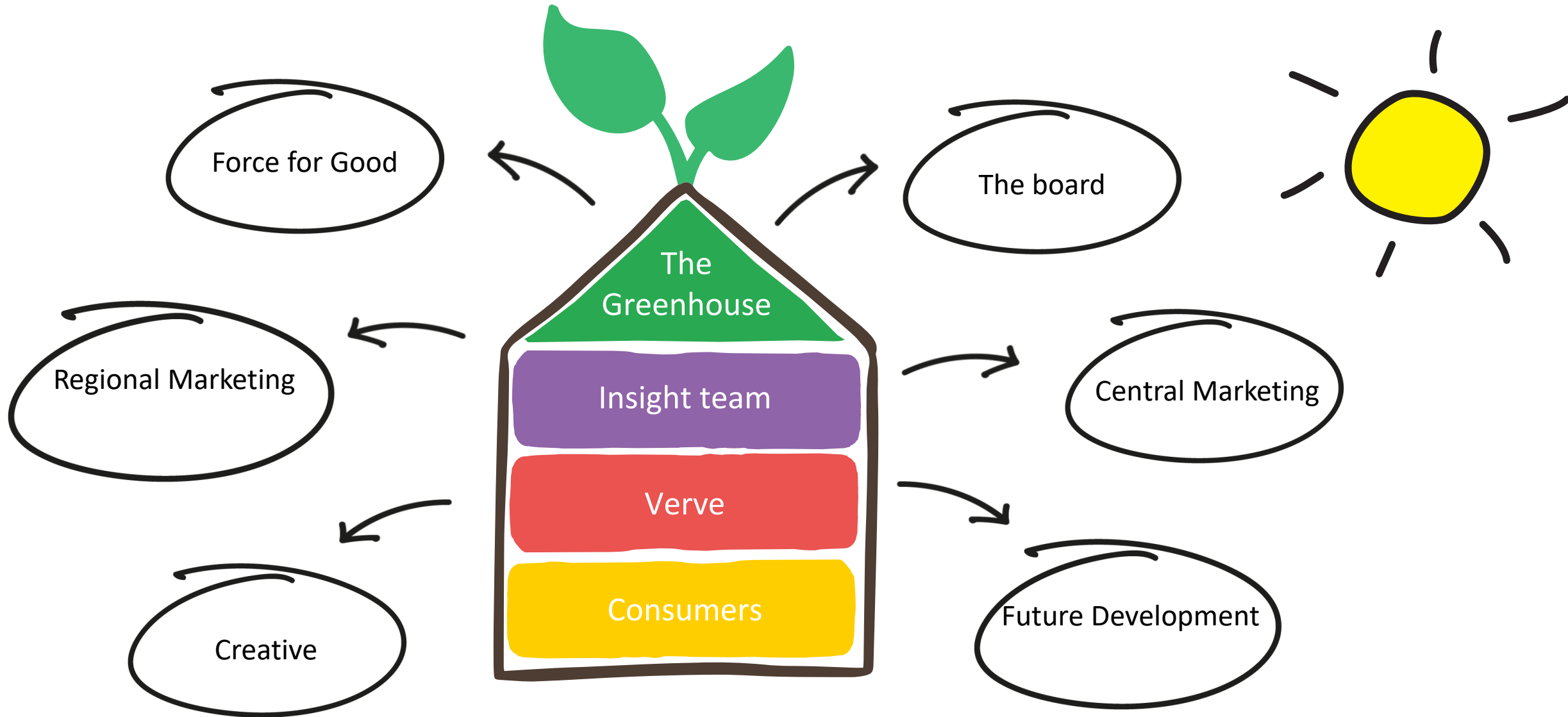








# Enabling insight to have influence across multiple decision makers





# Cultivate, nurture, grow – how the greenhouse keeps innocent grounded





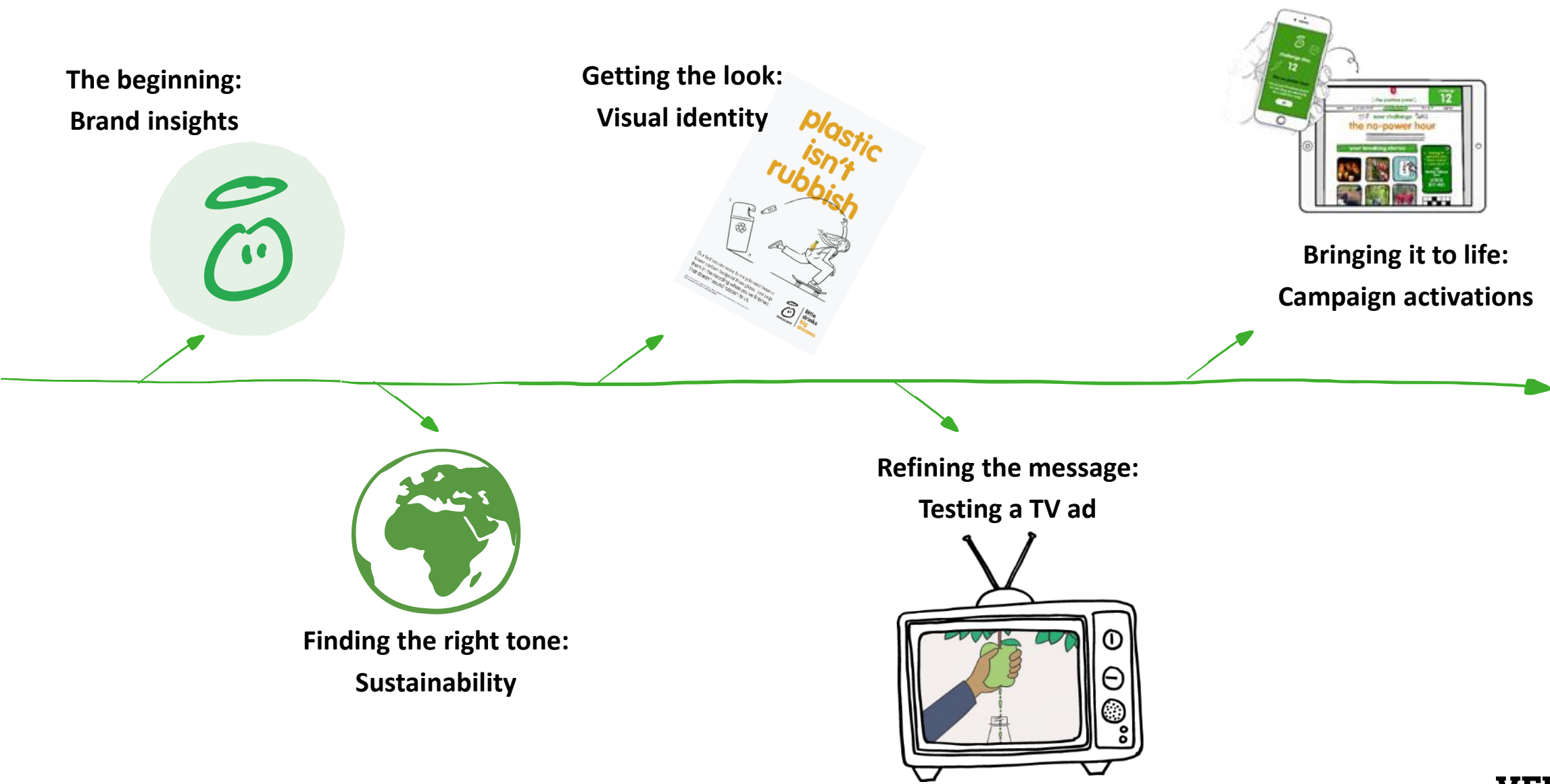
**Strong, agile foundation and more  
touchpoints with drinkers in key markets**



**Cultivate**



# Success stories – evolving the brand through consumer closeness



**The beginning:**  
**Brand insights**



**Getting the look:**  
**Visual identity**



**Bringing it to life:**  
**Campaign activations**



**Finding the right tone:**  
**Sustainability**



**Refining the message:**  
**Testing a TV ad**





**More meaningful conversations evolve  
from genuine partnerships and  
accumulated knowledge**



**Nurture**



Spotlight on quick turnarounds...





Spotlight on quick turnarounds...





**Meeting emerging needs by constantly  
evolving the research approach**



**Grow**



1: Store safaris



2: Semiotic analysis

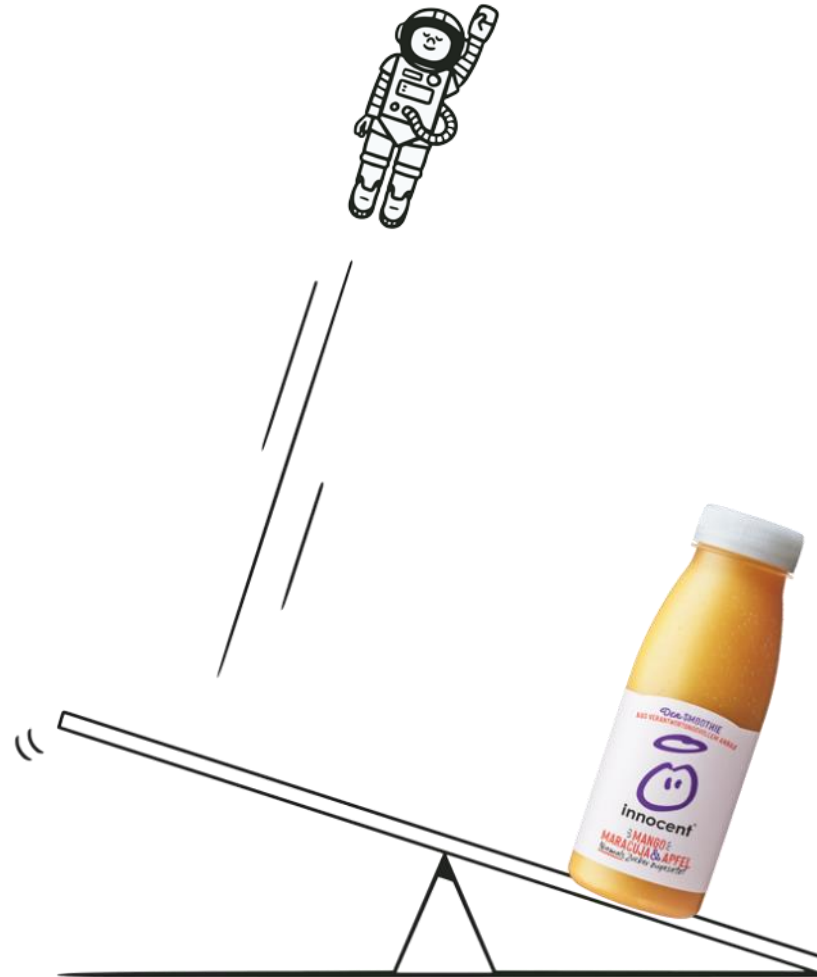


3: Taste tests





# The Greenhouse helps insight at innocent take off







**VERVE**

thank you