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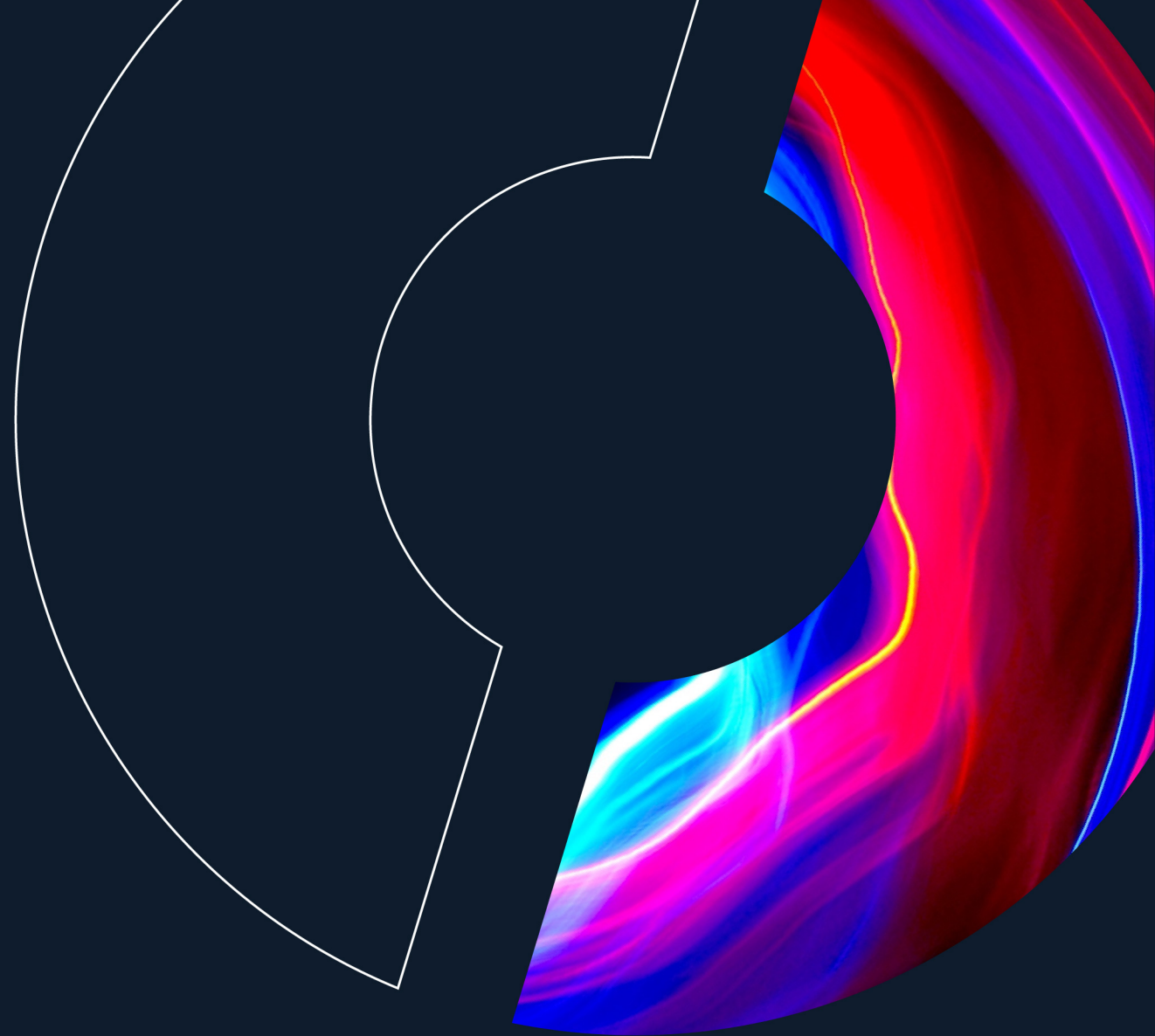
**BRANDPOTENTIAL**

WHERE COMMERCIAL & CREATIVE MEET

## **DESIGN THINKING**

**Confidence to innovate - the role of design thinking in making innovation 'human-centric'.**

Dr Andy Burns, Director Insight & Innovation  
Steve Reeves, Innovation Director



# WHAT IS DESIGN THINKING?

Applying the way designers think to business problems



Design Thinking is a philosophy, an attitude

**NOT** a set of tools to plug in and guarantee we don't just get a faster horse

# WHY DO WE NEED IT?

- / Not all creatives trust insight?
- / Consumers and Users can't give us big ideas?
- / No business wants to end up backing the faster horse?
- / Businesses innovation culture is full of inertia?





# WHY IS IT IMPORTANT?

With the best of intentions, Unilever had got it wrong by missing the human truth at the heart of their idea.

They engineered inclusivity, rather than designed for it.

**THE WORLD'S FIRST  
ADAPTIVE DEODORANT  
BUILT WITH A DIVERSE  
DISABILITY COMMUNITY**

Degree INCLUSIVE ✓

#KeepMoving



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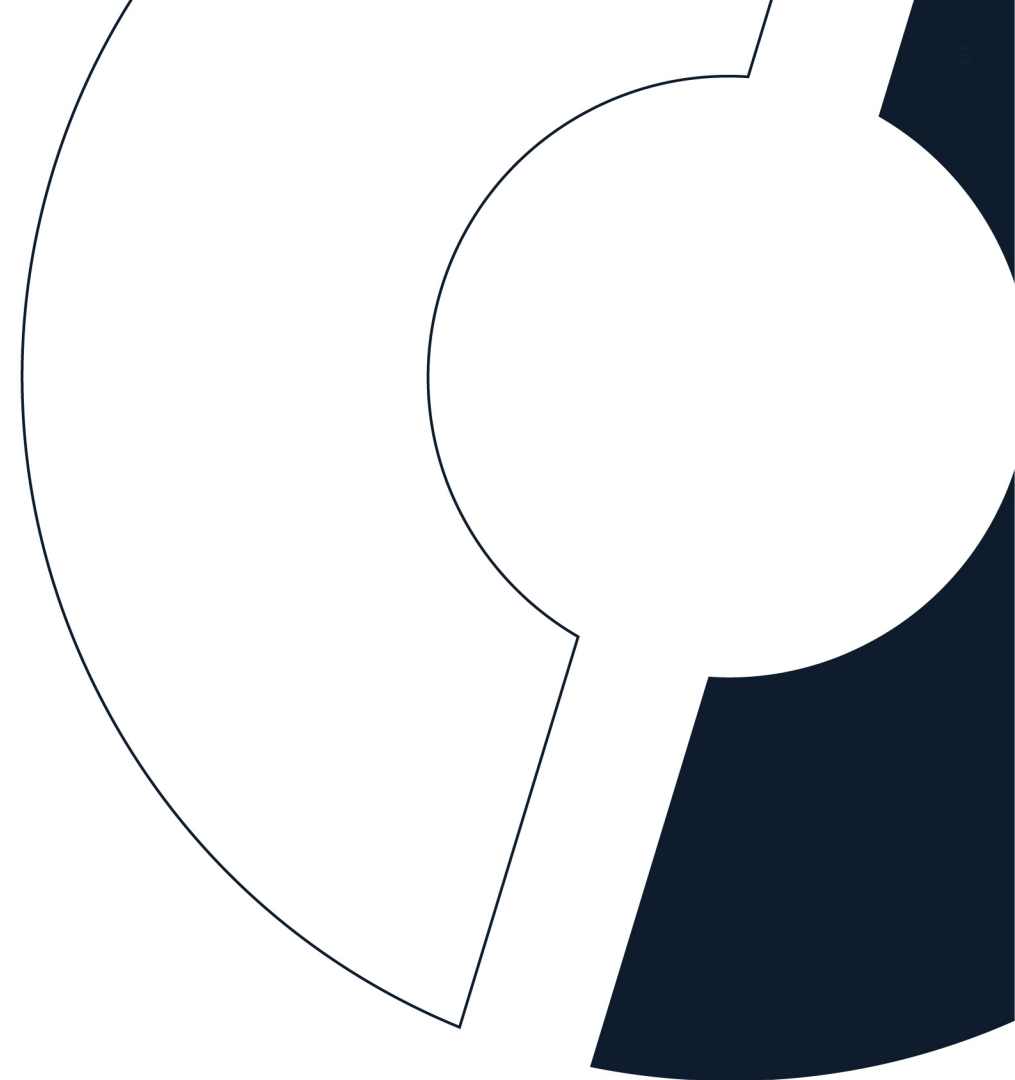
# WHAT DOES DESIGN THINKING GIVE US?

/ Real human connection – human-centric growth

/ Opportunities to wow

/ Confidence to go beyond the obvious, and invest in the right thing

/ While bringing our colleagues and teams with us



# WE WANT TO PROVOKE YOU WITH.

a few simple lessons learned  
applying Design Thinking.



## 1

# EMPATHIZE

- / The voice of the customer is dangerous
- / 'Why' is a terrible question
- / Never just listen, aim for the unknowns
- / It's never too expensive

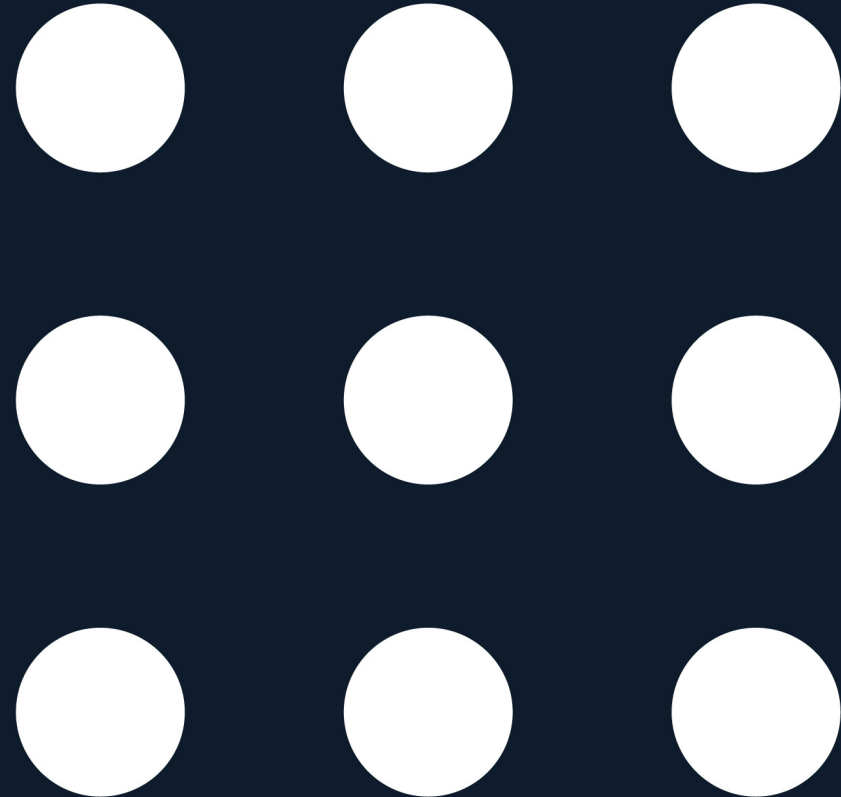
2 & 3

# DEFINE & IDEATE

- / Reframe the challenge
- / Open design space
- / The art of the possible, not the practical
- / Push beyond organisational constraints

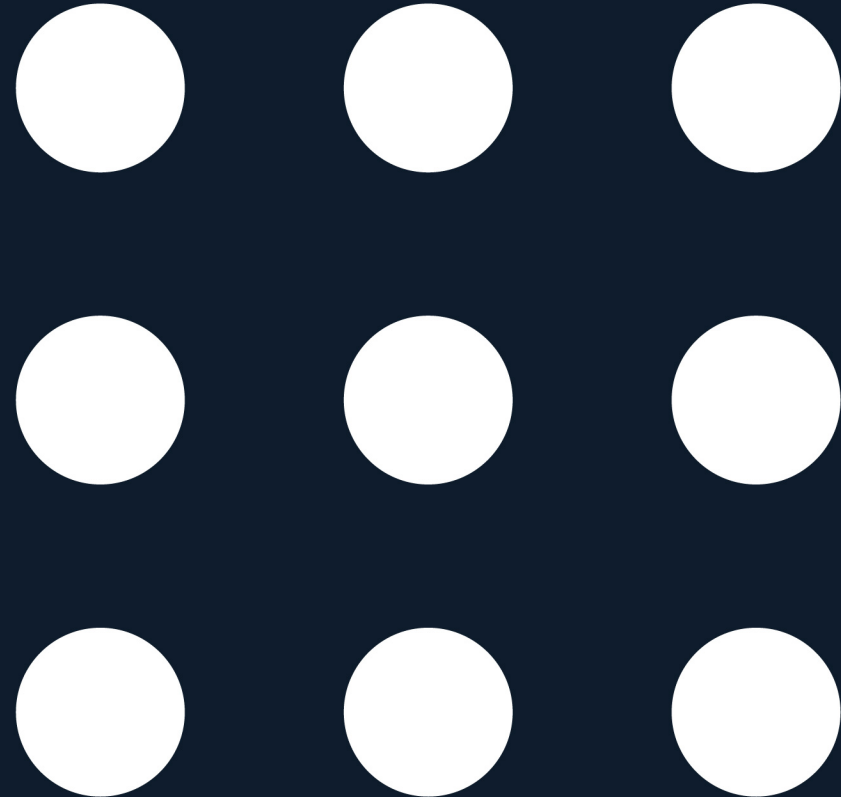


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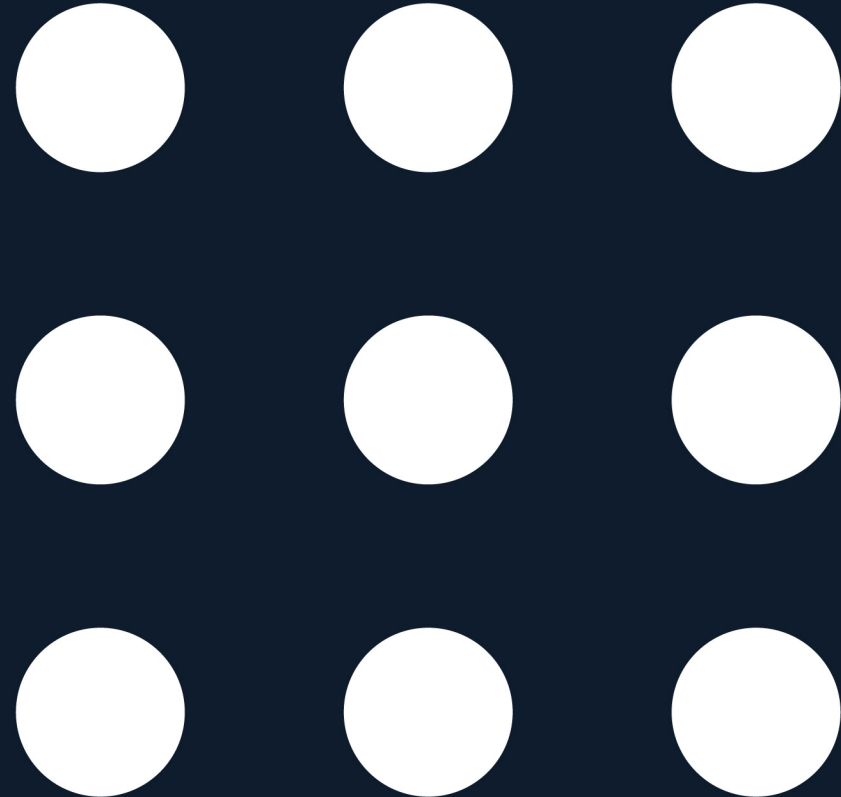
How could you join them with a single  
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WHAT IS THE  
**SMALLEST  
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THE DOTS?

How could you join them with a single straight line?

What are all the ways we can join them without any lines?



# **PUSH THE ENVELOPE & AIM TO **WOW****

**Applying design thinking principles to reframe the innovation challenge and problem solve\_**

1. Deliberately ideate for extreme scenarios – future shock
2. Deliberately ideate for specific scenarios – when on public bus
3. Deliberately ideate for specific uses – single-handed use

4 & 5

# PROTOTYPE & TEST

/ Do it fast, do it early

/ Work with, not just for people

/ Take every opportunity to learn

/ Have the confidence to put things in front of people

/ Test in context

# GLOBAL GEMBA

Empathising globally is too expensive,  
even for biggest brands.

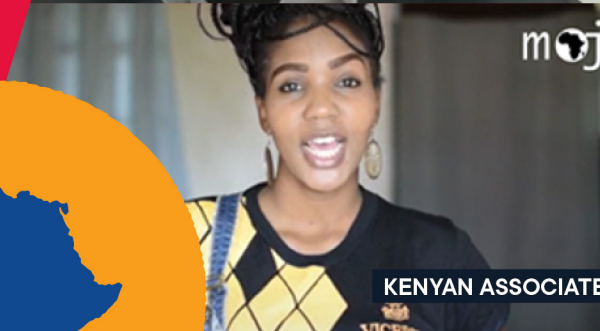
It doesn't have to be.



CAMEROON ASSOCIATE



NIGERIAN ASSOCIATE



KENYAN ASSOCIATE



ANGOLAN ASSOCIATE

## DIAGEO

"WE WANT TO INNOVATE  
OUR BRANDS INTO UNTAPPED  
EMERGING MARKETS"

RTD's are on the rise in key African markets. Diageo needed to rapidly develop opportunities to provide a strong foothold as the category grows, and to diversify from its core brewing base in Africa.

Using Incubator Hub, our online innovation portal, to combine local expertise with global reach, Brand Potential are co-creating with consumers and stakeholders across multiple Diageo markets to rapidly develop new ideas for the global brands portfolio.

**BRANDPOTENTIAL**

# WHO DOES IT BRILLIANTLY?

So get out from behind  
the Mac & go get your  
hands dirty!



# BRANDPOTENTIAL

WHERE COMMERCIAL & CREATIVE MEET

## THANK YOU!

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better business

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