

Inside the **Innovation Sprint**

Driving double digit growth in 3 weeks

PRESENTED BY

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STRAT 7



THE CHALLENGE

This is a story about what happens when pressure is real, time is short, and good judgment **really matters.**

On paper the brief sounded **impossible**.



> ————— **3 weeks** ————— >

**But this is where the
future of our industry
lies...**

“

**The only way to discover the limits of the possible is
to go beyond them into the impossible.**

Arthur C. Clarke

Three shifts that made the impossible, **possible.**

From:
Multi-team, phased response

From:
AI to generate

From:
Formal debriefs and lengthy
gestation time

To:
Multi-specialist collective across
one project flow

To:
AI to stimulate, facilitate and
refine. Humans still to do the hard
thinking

To:
A progress over perfection
mentality



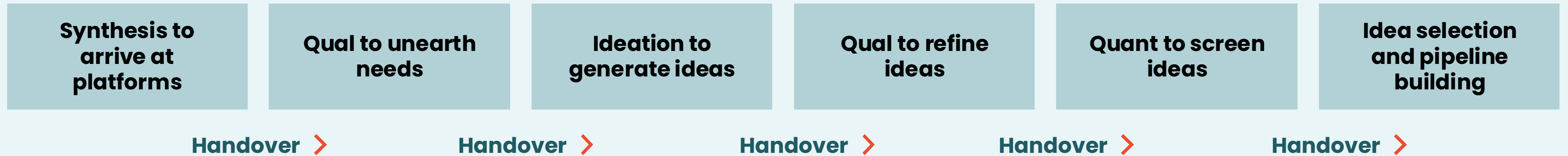
A multi-specialist collective

One integrated team

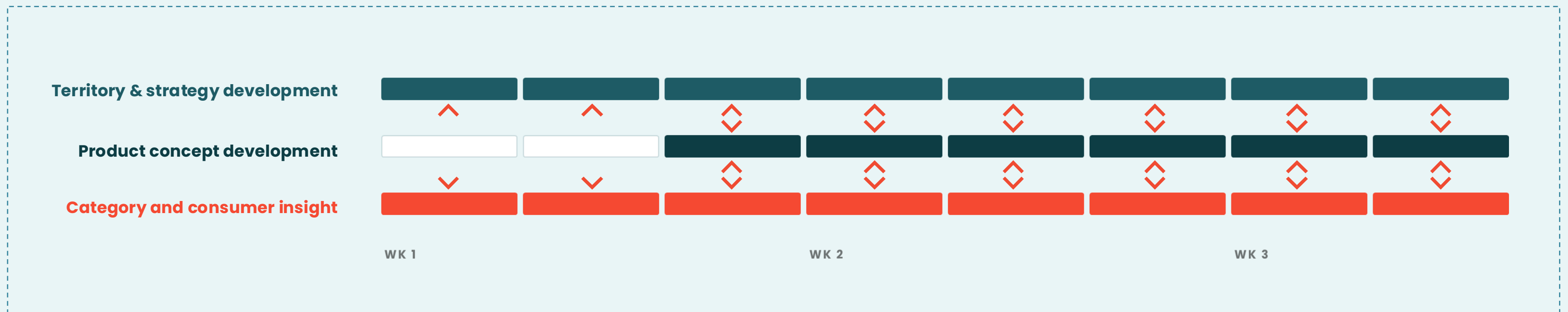
A shift from phases to **flow**

From: distinct modules, multiple teams

Typical innovation workstream



To: one team, one flow, three currents



A hand-picked team with the **right skills** for the job



JIM
The agile
quant-y



TOM L
The insightful
qual-y



CELINE
The roving
semiotician



HELEN
The trusted
client partner



HARVEY
The expert
territory crafter



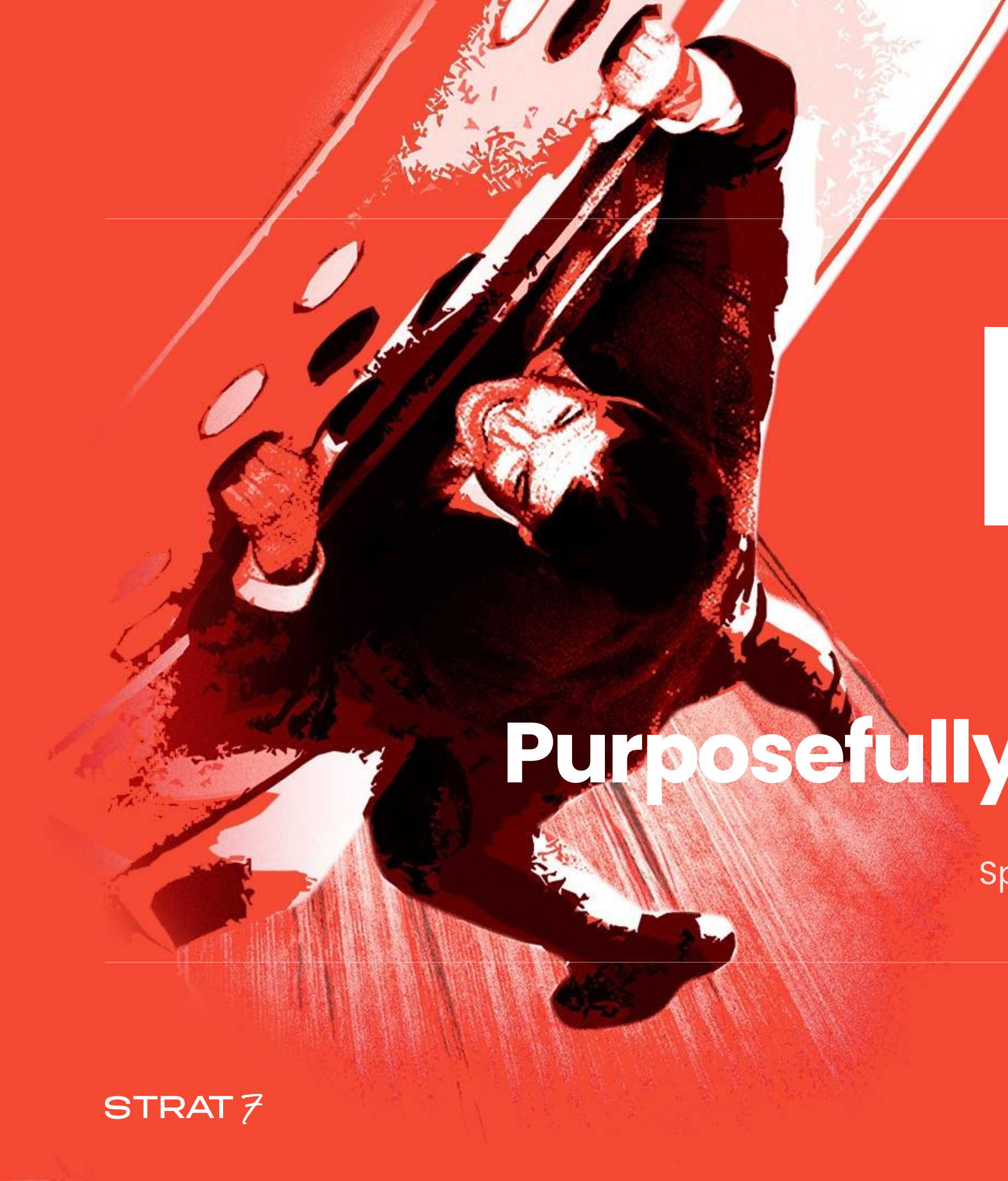
TOM C
The innovation
guru

*AI images; not what we actually look like (sadly)

ONE TEAM

**Marketing and insights working
side by side with us.**

**No distinction between 'internal'
and 'external' meetings.**



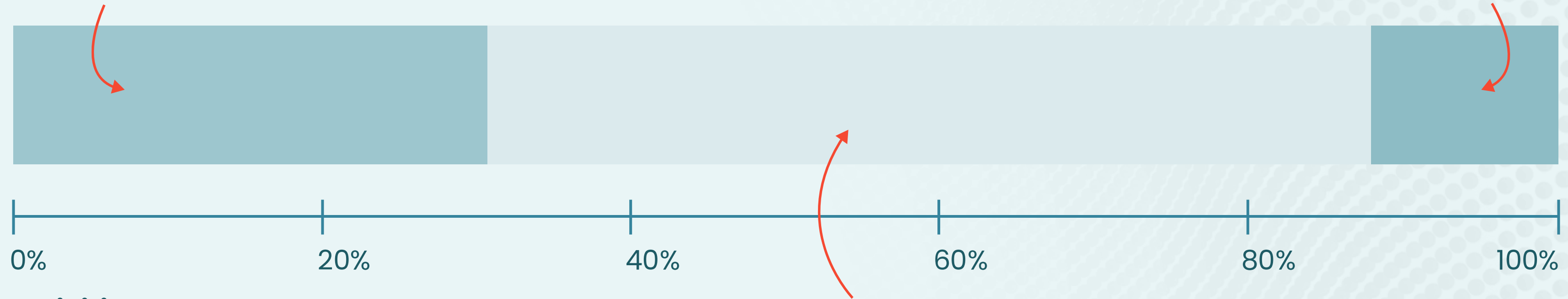
Purposefully (not) using AI

Sprinting

Our perspective on AI

AI can play here...

...and here

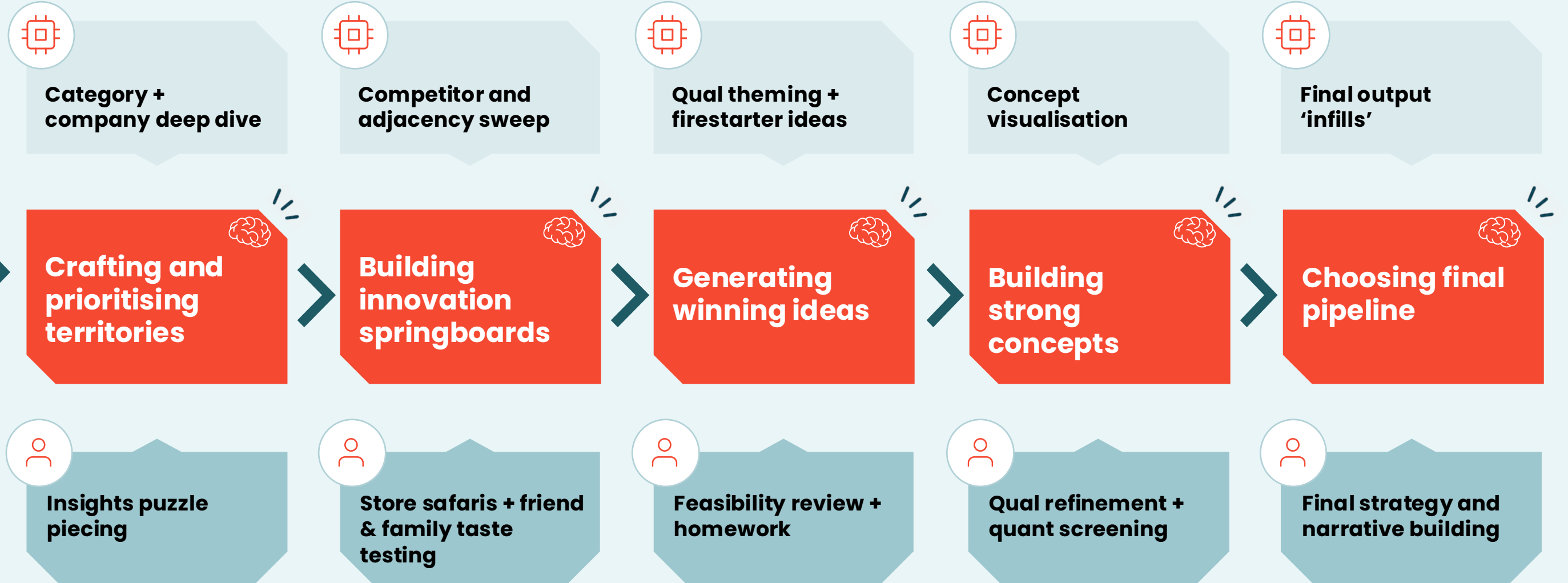


Activities across workflow

Freeing us to make sure the
magic really happens here!

How we made the **magic happen** along the way

AI stimulated and refined...



...but we also got out from behind our desks, got our hands dirty and worked our brains hard



Progress over perfection

Just enough insight to move forward



GETTING TO THE TRUTH QUICKLY

Multiple overlapping inputs to make sense of.

Fresh insights to generate and distil.

In a matter of **days not weeks.**



Internal points of view

SOURCE 0 1

Brand strategy & positioning

SOURCE 0 2

Prior innovation hypotheses

SOURCE 0 3

Consumer segmentation

SOURCE 0 4

Flavour & sensory work

SOURCE 0 5

Trend reports

SOURCE 0 6

Category & competitor scans

SOURCE 0 7

Fresh qual, semiotics + quant

SOURCE 0 8

DESIGNING WITH THE END IN MIND

Our client had to deliver a long-term growth plan they could act on **NOW**

THREE ROUTES TO GROWTH:



Maintain share with existing audience via new variants, flavours and shapes



Access new occasions via new formats and experiences




Entice new audiences via new brand and product platforms

No time for fluff, indecision and perfection.

All outputs laser focused on giving our client **confidence to move forward.**

TERRITORIES CLEARLY GROUNDED IN GROWTH OPPORTUNITY



MISSION IMPOSSIBLE

Be brave. Take the dare. Earn the reaction

Growth Drivers
Social Proof / Shared Intel:
Micro-Escapism

Age & Typology
16-34 "Dare Seekers"
Teens / "Social Sharers"

Demand Moments
Social downtime
Weekend "treat mission"

Channel Convenience + impulse

Occasion Skews OOH + social

"I want a sweet that feels like a dare — something bold enough to make me go 'woah', but still delicious"




Key Formats

- Gums & Jellies (liquid core)
- Soft Chews
- Hard Chews
- Sharing Bags
- Singles

Example Ingredients & Flavours

- Extreme sour (fast hit, clean fruity finish)
- Sweet-heat fruit (mango-chilli, watermelon-chilli tingle)
- Citrus shock (yuzu/lemon-lime 'electric' profiles)
- Cooling flips (sour + cooling sensation)
- Fizz / crackle / pop add-ons for instant drama

Competitor Examples

Consumer Rationale

People don't just want "a sweet" — they want a moment. This territory turns the act of choosing into a mission: you're not buying a flavour, you're accepting an assignment, unlocking a reveal, and swapping intel with your team. That mini narrative drives repeat: once you've completed one mission, you're primed for the next. (The Mission: Impossible formula is built around briefings, ticking-time tension, and reveal twists — perfect emotional scaffolding for discovery-led products.)

Brand Rationale

- Creates a repeatable innovation engine: rotating missions keep the range fresh without needing constant full relaunches.
- Opens up a premium-ish value perception (experience + story + reveal = trade-up).
- Lets you play with global flavour credibility while staying anchored in fruit-led enjoyment.

Retailer Rationale

- Newsworthiness on shelf: rotating missions give a reason to browse (not just replenish).
- Secondary siting friendly: "limited drop" mechanics work well for seasonal bays and front-of-store.
- Basket-builder: assortments + multipacks lend themselves to sharing occasions.

Activation Thoughts

- "Your mission, should you choose to accept it..." style opener (keep it as a nod, not a quote wall).
- Potential Retail Exclusives: Transparent packs highlighting unusual textures.

Sources:
1 - Brand Plan
2 - CMIA Review
3 - Concept Screening
4 - Mintel
5 - Project Snacking

Territories rooted in demand moments and category growth drivers to help us identify where and how to grow.

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TIGHT AND FOCUSED STIMULUS

MISSION POSSIBLE

Codes of...
MISSION IMPOSSIBLE

Semiotics analysis

1 THE TRIAL

Taking a standard treat and making it into a test only for the bold and brave.

Progressive intensity = flavour as a journey
Step-change formats that escalate sensation with every bite

Completion mechanics = eating as achievement
‘Finish the sequence’ structures that reward endurance

Threshold moments = the point you nearly quit
Built-in peaks where the experience tests your limits

2 CONTROLLED DANGER

From safe pleasure to safe risk, gross-out sweets and warning labels introduce a sense of peril

Risk theatre = the illusion of danger
Visual and verbal cues that signal ‘this might be too much’

Unpredictability = tension in every bite
Variable outcomes that keep consumers slightly on edge

Edge-play formats = flirting with the limit
Experiences designed to feel just beyond comfort—without breaking it

3 TRANSFORMATION / AFTERMATH

The Meaning of...
MISSION IMPOSSIBLE

Qualitative consumer analysis

Snacks that feel like a covert operation — quick missions with a twist or reveal you can compare with friends.

Mission-led discovery turns choosing into a brief: *decode, uncover, and unlock a reveal.*

WHAT MISSION-LED DISCOVERY MEANS IN SNACKS...

- Choosing isn't random — it's accepting an assignment
- The product delivers a reveal (flip, burst, layer, payload)
- Each interaction ends with a report-out (rank / swap / recommend)

FORMAT STYLES

- Classified assortment packs (multiple missions in one bag)
- Singles / micro-packs (one mission, fast trial)
- Masked layers (peel/bite-through reveal)
- Limited “Ops” editions (rotating drops)

EMOTIONAL PAYOFF

- Anticipation
- Curiosity
- Playful tension
- Satisfaction

CORE NEED

- Novelty with structure
- Low-commitment experimentation
- A reason to repeat (next file / next op)

SOCIAL DYNAMIC

- Compare intel (“what did you get?”)
- Trade + rank (team play without friction)
- Shareable proof

CORE EMOTIONS

Thrill of the hunt
Curiosity + tension + payoff

Shared intel
Compare notes, trade, rank, and repeat

MISSION-LED SENSORY CUES

- Flip moments: flavour changes mid-chew
- Signal effects: fizz, pop, tingle, crackle
- Payload centres: liquid/gel “intel drop”
- Two-stage textures: crunch—chew; fizz—smooth

DEMAND STATES / OCCASIONS

- In-between minutes (commute, queue, wander)
- Social downtime (pre-plans, post-work link-ups)
- At-home “tasting mission” (gaming, movie night, hangouts)

“Give me something I haven't tried before — make it a flavour mission with a reveal.”

“Half the fun is swapping intel — what did you get and how did it flip?”

“I'll try it if there's a twist — like unlocking a payload in the middle.”

Task 1.2 — Participants were asked to share their unprompted associations with the idea of ‘mission-led discovery’. They were then prompted to relate these ideas back to snacks and sweets.

Stimulus kept to one pagers to focus the mind and **prevent overwhelm.**


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TIGHT AND FOCUSED STIMULUS

MISSION IMPOSSIBLE

Fruit Flipz

Soft fruit gummies with a hidden “flavour flip” centre: start with one fruit note, then unlock a second burst (fizz, cooling, or tangy) as you chew. Designed for quick discovery moments—compare your flips and rank favourites with friends. Available in singles, small share bags, and multipacks.



Strategic Rationale

A fresh, discovery-led twist on classic fruit sweets: a two-stage flavour experience (base fruit → surprise flip) that keeps repeat high. It feels playful and modern without being niche, making it a strong platform for rotating limited drops and seasonal mixes.

Role in portfolio

Discovery platform that modernises fruit sweets with a two-stage “flavour flip” mechanic—adds excitement and newsworthiness while staying broadly accessible.

Target Audience

Core: 16–34 curious explorers seeking new flavours and shareable moments.
Secondary: teens and families who enjoy playful, low-commitment treats.

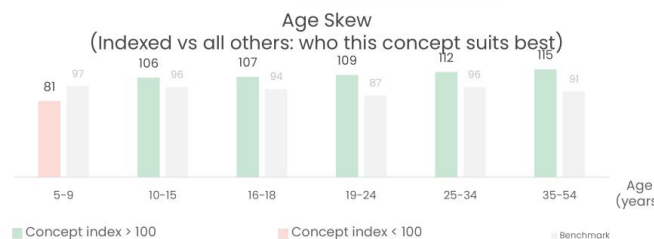
Key Occasion

On-the-go breaks and social downtime (commutes, queues, after school/work), plus at-home sharing during gaming and movie nights.

Concept Performance

	Fruit Flipz	Benchmark
Purchase intent (T2B)	72%	66%
Uniqueness (T2B)	61%	40%
Need / want (T2B)	69%	60%
Relevancy (T2B)	64%	62%
Brand fit (T2B)	67%	74%

Age Skew
(Indexed vs all others: who this concept suits best)



Concept Attributes

Flavours

Rotating fruit base + surprise flips: yuzu–lime, blood orange–cola, peach–green tea, strawberry–cocoa, mango–chilli tingle, guava–hibiscus.

Textures / Shapes

Soft chew outer with a “flip” centre (fizz crystals, gel burst, cooling layer). Optional crunchy inclusions for a third texture beat.

Formats

- Singles (one flip), mini share bags, discovery assortments, limited-time “drops” that rotate every few weeks.

Concept Learnings (From all research & discussions)

Likes

- Two-stage flavour feels fun and different
- Easy to share and compare “which flip did you get?”
- Fruit-led but with a modern twist
- Rotating drops keep it fresh without being intimidating

“ I immediately think of a ball pit from when I was a kid, so exciting! [Qual ethno]

Dislikes

- Some may prefer a simpler, single-note sweet
- Centres need to be controlled to avoid mess
- Too many unusual flips could feel polarising—keep a balanced mix

“ As long as the centre isn’t messy, I’m in.”

Future Opportunities

- Limited-edition “mission drops” and seasonal files
- Low / reduced sugar variant with real fruit notes
- Assortment packs with rarity / scoring to boost collecting

“ A limited drop every month would keep me coming back to try the new one.”

Qual feedback and quant screening data combined to create **decision scorecards**.

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IV

So, did we achieve the impossible?

Let's see what the client had to say...

HOW IT LANDED

- ✓ **Ability to quickly mobilise a tight, highly capable team**
- ✓ **Clear strategic grounding to support innovation business case**
- ✓ **Everyone having a clear role and mandate to move the project forward at pace**
- ✓ **Outputs and thinking landed positively with factory leads and wider stakeholders**

“

Throughout the project there was a strong sense of dedication and momentum, without any loss of quality or focus.

Insight lead

LESSONS

**Decisions were mission critical.
Next time, even more time to
digest, discuss and align.**

THREE TAKEAWAYS

For anyone running **innovation at pace.**

01

Think who, not what

The people you bring together make the magic happen. Build a genuinely integrated team with clients working as peers.

02

No brain pain, no client gain.

Don't let AI steal the show. Get on top of the details and keep control of the strategy and narrative.

03

Clarity, not just speed.

Design around the end goal so that decisions can be made easily. No distractions, that can create swirl

Come and see us at Stand 602.

WHY DROP BY

Continue the conversation about innovation at pace.
Meet the team behind the sprint.
Pick up a Buzzword Bingo card for a chance to win a pair of
Airpods →

Buzzword Bingo



Spot the insight industry buzzwords around Quirk's and be in with a chance to win a pair of AirPods.

How to play

- 1 Listen out in the sessions.
- 2 Circle each buzzword when you hear it.
- 3 Spot any five and drop your card back at the STRAT7 stand.
- 4 We'll draw the winners after the event.

Synergy	Disruption	Data-driven	Future-proof	Ecosystem
Scalable	Stakeholder engagement	Always-on experience	Customer-centric	Agile
Digital twins	Do more with less	★	Unprecedented times	Unpack
Best-in-class	Laddering up	North star	End-to-end capabilities	Roadmap
Deep dive	ROI	Strategising	Low-hanging fruit	Move the needle

Drop your details to enter the draw

Name: _____ Company: _____

Email: _____

By entering, you're opting in to hear from STRAT7 about the draw and occasional insights. Unsubscribe anytime.

Client-side attendees only. One entry per person. Three pairs of AirPods up for grabs. The star is decorative — doesn't count toward your five. Winners notified by email after the event.

Mission (probably not) impossible.

Spot 5 buzzwords. Pick up a card at Stand 602.

AirPods up for grabs.

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THANKS.

HELEN DONALD · TOM CARVELL · STRAT7