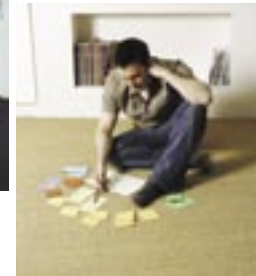


To better translate consumer and team member insights to ideas and concepts, we recommend...

Speediation™

A proprietary ideation process enabling packaged goods companies to quickly identify, sort and refine concepts, Speediation is easy to use and quickly leads to breakthrough ideas and opportunities. Think of it as "speed dating meets brainstorming."

For snack food applications, use a Speediation Snack Edition Insight Deck to foster idea development. Demo Cards, Insights Cards, Trend Cards and Wild Cards offer fuel and quick facts for any brainstorming session. A quick flip through the cards generates more ideas in less time. Insight Deck cards are fully customizable to any category or interest.



To better translate consumer and team member insights to ideas and concepts, we recommend...

CookingLab®

A hands-on, interactive new product development laboratory, CookingLab is designed specifically for food and beverage companies and is conducted in a fully-functional professional kitchen facility. Marketers, researchers and product/food specialists work collaboratively with consumers to develop new products, improve existing products and evaluate competitive products and services.

In a three-hour session, participants utilize key target, brand and category insights and work with a nearly unlimited supply of ingredients, prep and cooking tools and media. Surrounded by thought-provoking stimuli, session attendees engage together in innovation to create focused ideas, concepts, products and flavors. Following the session, iM works with your team to develop identified ideas into concept boards and rough recipes that may be used for testing.

CookingLab modules in detail:

1. **Insights and Product Audit**—identify key opportunity areas.
2. **Product Positioning**—discuss product likes and dislikes.
3. **Product Benefits**—discuss reasons to believe.
4. **Product Attributes**—identify appropriate flavors, textures, ingredients, processes.
5. **Team Report Out**—present recommendations.



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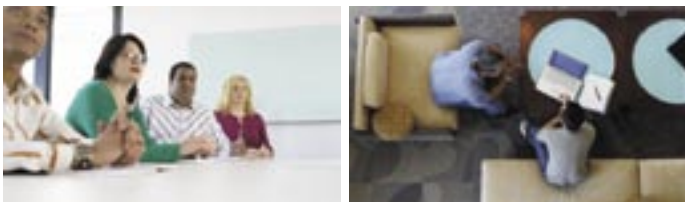
out of our minds come great ideas™

To better translate consumer and team member insights to ideas and concepts, we recommend...

LabStations™

A new qualitative technique, LabStations enables team members to work with consumers to identify testable new product profiles and positionings. With a personalized LabBook and team member guide, consumers offer insights and the team systematically develops and describes new, detailed product concepts.

The process is error proof: during the four-hour Lab, consumers are led through five Stations: Insights, Concepts/Benefits, Reasons to Believe, Name/Flavor, and Final Offer. Consumers then select their most preferred flavors or benefits from lists, are interviewed for more in-depth insights and asked to record their reactions in their LabBooks. LabStations ends with a Team Report Out to present recommendations, discuss insights and solicit further consumer feedback.



To better translate global trends in many categories to new snack ideas, we recommend...

GlobalSafari™

Come on Safari with iM—discover new stores, products, entertainment, technologies and services that will expand your horizons and lead your team to better, more relevant insights and ideas. Don an international lens and adopt a cross-cultural mindset as you hunt for new insights and global market opportunities.

GlobalSafari joins iM researchers and clients together on an immersive journey and global audit. You may not even need a passport or plane ticket! Depending on your needs and resources, iM guides travel with you abroad, host you in an ethnic community domestically, or creatively bring a new culture and style to you:

- *Join iM in Northern New Jersey, home to the largest Japanese population outside of Japan.*
- *Go on Safari at Epcot Center in Orlando as we interview country interns from around the world.*
- *Shop with us in Chicago, the second largest Serbian population outside of Serbia and Montenegro.*

Give us an afternoon, a week, or more and return from your GlobalSafari with wildly exciting new opportunities to use in your own backyard and beyond.



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To better translate trends in many categories to new snack ideas, we recommend...

TrendCity™

Helping clients be the first to “new,” TrendCity places your team members and iM researchers in major metropolitan areas to live the flavor of a city, engage in collaborative sessions with cross-category experts, dive deep into a target, debrief, brainstorm, uncover and validate trends.

Ideal for teams wishing to transition into a new market or category (or for new teams wishing to transition into each other), a multimedia TrendCity immersion experience offers a first-hand “day in the life” of your target.

Jet to New York for fashion, hop to Los Angeles for pop culture, breathe in health and wellness in Denver, dance to Miami’s Latin beat or unpack a college experience at UC Berkeley or UNC Chapel Hill...



For faster, cheaper in-market testing and a cost-efficient way to survey your customers, we recommend...

GameFrog Café

This mall-based gaming environment, owned by iM, provides teens and young adults a place to gather and play their favorite interactive games on internet-connected PCs and free-standing gaming consoles. With eight stores in North Carolina (and more planned), each GameFrog Café has 40 or more stations, serves snack food and beverages, and is a home-away-from-home to a coveted demographic.

Here we have the capability to conduct concept research, sampling, web-based research and more. Use GameFrog to quickly collect information or host interactive group research projects that require computer stimuli.

about iM

iM is about innovative thinking—creative research and consulting solutions that provide fresher and more insightful answers to your product, market and brand concerns. The results of our own rigorous research translate into innovative new practices and products that make your business more successful. We focus on answering the *who, what, when, where* and *why* people relate to services and products. iM consultants believe firmly that outstanding creativity, rigorous research and strategic planning create solid messages, products, and services.



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For effective ethnographic and cultural immersion techniques, based on rigorous social science methods, we recommend...

MediaShout

This participatory research technique enables groups of people to use technology in documenting their lives and behaviors. Equipped with video and still cameras, notebooks, or voice recorders, MediaShout empowers target consumers to capture and express each aspect of their daily lives—uncensored and without the artifice that can accompany traditional focus group research. Recorded images and words then serve as group discussion triggers that lead to deeper insights, greater understanding, and expanded business opportunities.



Pioneered as PhotoVoice by a University of Michigan researcher, iM's advanced MediaShout technique allows teams to gather the behaviors, needs, interests and concerns of hard-to-reach populations. MediaShout is a robust research tool—whether your team seeks to understand specific behaviors, the larger cultural and social context, or the relationship between them.

For effective ethnographic and cultural immersion techniques, based on rigorous social science methods, we recommend...

Social Mapping

A participatory, qualitative research technique, Social Mapping enables individuals or groups to generate maps describing geographical, economic, ecological, social or other features of community or personal importance.

In a thought-provoking indoor environment armed with paper, pencil and art supplies, or walking through a neighborhood with a handheld computer, map makers chart retail, entertainment, social, or other points of meaning in their lives. The technique is sensitive to the composition and experience of a participating group of consumers.

When complete, maps serve as indicators of daily life patterns and prompt in-depth discussions and emergent insights about food choices, snacking, needs and concerns, or other topics of interest.



about iM

iM was founded in 1994 by Kevin Leibel, Adjunct Professor of Marketing at the University of North Carolina at Chapel Hill Kenan-Flagler Business School. Our academic and professional connection to the UNC-CH School of Public Health offers unique access to world-class faculties, researchers, and alumni with expertise in rigorous social science research methods, health behavior theory, and behavior modification.



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