



With challenge comes opportunity – the chance to think creatively about innovations and strategies that will excite the market and help you realize your growth ambitions

INSIGHTS 2 INNOVATION HELPING YOU OVERCOME THE CHALLENGE OF CHALLENGING TIMES

Let's go from Insights 2 Innovation

To address current opportunities, we would like to propose a bespoke strategic innovation workshop: From Insights 2 Innovation. This new way of working focuses 100% on end-user insights and solutions to make the world a brighter place.

Insights from an incredible depth of data

During your session we will deep-dive into a rich pool of data to identify insights and apply them to your business's needs.

Your session will be based on data from:

- 7.8 billion Google searches for "paint"
- 500,000+ end-user reviews
- 37,000+ interviews with painters, architects and consumers

What to expect at your workshop

We will identify what end users are thinking about the market and your brand in particular – including what they like and don't like.

Our experts work with you to help address your market weaknesses and capitalize on your strengths. Your key take-away will be a clear product innovation roadmap which aims to accelerate your profitable growth.

Who should attend?

To make this a fruitful workshop we would like to invite your product management, marketing, R&D and other relevant people responsible for your innovation pipeline.

You can sign up now for our customized workshop [HERE](#). Please feel free to share this with your colleagues to spark their interest.

Request your Insights 2 Innovations meeting by **completing the form**.