



SUPER CONCEPTING

Rapid, cost effective development of concepts and packaging against a well defined brief.

When it comes to drinks innovation, you often know the category, and the main development parameters already. Maybe you have the brand too.

Either way, you're looking for a creative angle for your product, something to capture consumers' imagination at the shelf, and increasingly online.

But how do you get there? You can take a crack at it internally. Brief the design agency. You can commission a front-end innovation project.

Or, you can try Super Concepting

Super Concepting is a rapid and cost-effective concept development service, pioneered here at R&B, working with some of the best brands in the drinks business.

It's a straight-forward process: Tell us what you want to achieve, and we'll come up an agreed number of branded product ideas, primed to compete in existing categories.

How do we do it? We're able to make a leap, and spark ideas quickly, because we're specialists in the world of drinks. Our heads are already full of the knowledge, understanding and stimulus we need to channel creativity effectively.

Once we've generated a set of strong ideas, we'll write them up as product concepts in your preferred format. Depending on the brief we can do this in a week.

Give us another week, and we can go further, developing photo-real packaging concepts. And, if you need some qualitative consumer validation, to optimise concepts for quantitative research, then we'd love to do that too. (Check out the website to read about HOTSHOPS).

And that's it. Super Concepting. High-potential new beverage concepts, developed from scratch and ready to go in weeks, not months.