



## CASE STUDY: SEVEN SEAS / MERCK

**The Client:** Seven Seas is a division of Merck KGaA, the German Pharmaceutical and Chemicals company, and the UK's leading provider of vitamin and mineral supplements. This position was reached by manufacturing a range of vitamins and supplements for a wide range of consumers around the world.

**The Challenge:** The leadership team wanted an innovative way to inject new energy and impetus into their product development pipeline in order to get new innovative products to take to the trade and boost sales.

The Apollo 15 project was born with the brief to launch at least 10 new products in the next 9 months. A 15 person cross functional team was formed and they had less than 3 weeks to form, focus and develop ideas worthy of consideration by the senior leadership team and ultimately the trade.

**The Work We Did:** We worked with the Head of Research & Development and the core Apollo 15 team, co-creating a workshop designed to get the Project off to an explosive start. We took the team to High Trenhouse, our preferred strategic retreat high in the Yorkshire Dales, and over an evening and a day, using Sensei Idea generation tools and techniques, the team generated over 180 ideas and concepts. We helped the team quickly filter these into the top 20 and then paired the team up to develop the concepts into more detailed new product ideas. The pairs then had a week to prepare their ideas for a 'Dragons Den' style pitch to members of the Senior Leadership Team. This was highly successful with 17 ideas good enough to survive the 'Dragons Den' session.

These ideas are now being fast tracked through the product development process and many will be presented to the trade within 6 to 9 months.

New thinking turned into great new product ideas in less than 2 weeks – a real success!