



Fueling Weetabix's future with a strengthened Innovation Framework

A real need to bring clarity

Weetabix needed to strengthen its Innovation Pipeline and needed a clearer structure for future growth.

Our role was to bring clear thinking and proven process.

An approach which identifies gaps and digs deep

We dug deep into their existing innovation processes.

We assessed each stage for fitness and effectiveness.

We identified gaps, duplication and missed opportunities.

We built a unified model aligning Marketing, Sales and Category.

A new innovation process which is now adopted across the business.

Ideation and development became sharper and more focused.

Internal alignment improved significantly.

Later that year, Weetabix re-engaged us to develop one of three major Ideation Platforms.



"Brilliant day yesterday, thank you for facilitating a great session! I've had some lovely feedback today to say how much people enjoyed being involved. Really looking forward to seeing the output deck."

**Alex Lowry, Innovation Manager,
Weetabix**