

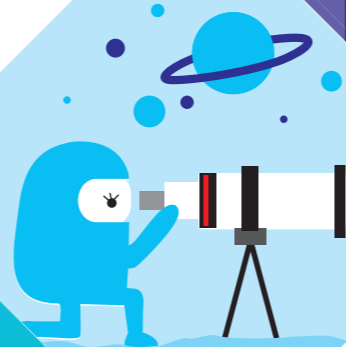


UNDERSTAND

- Insights
- Design
 - Brand
 - Shopper / Retailer
 - Consumer

PREREQUISITES

- Corporate strategy
- Portfolio strategy
- Brand architecture
- Segmentation model
- Design architecture



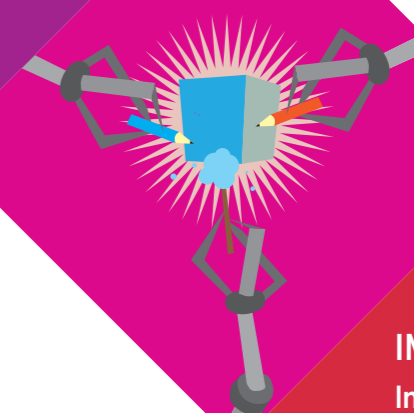
EXPLORE

- System modelling
Concept development
Design prototyping
Application & verification on
- Segmentation model
 - Brand
 - Formats
 - Countries



VALUATE

- Research material / setup
- Target groups
 - Markets
 - Methodology
 - Sample size
- Interpretation of outcome



EXECUTE

- Refinements
- Finalization
- Detailing / Definitions
- Documentation
- Templates



MONITOR & CARE

- Compliance
- Integration of innovation, new offer
- Divestment of existing products

IMPLEMENT

- Introduction / Roadshow
- Training
- Artwork management
- Approval tool