

indigo™



IDEAS GROUP

Is your brand ready for the future?

inspire
transform predict
future-proof

@bout indigo™



indigo™ is a powerful new way of thinking about marketing. It shows how shared cultural values and expectations impact on brand communication and identifies the emergence of new trends in your category

“The most effective way to ensure the value of the future is to confront the present courageously and constructively.” Rollo May

Motherhood

Infant products which use messages about maternal protection are likely to perform well because the expectation that “mother will want to protect child” is so strongly ingrained in our social value system.

Home made

“Home made” has become a sought after commodity in food products given the decreasing amount of time mum spends at home. Claims such as “like” or “as good as” home made have instant appeal and shorthand “time, love”.

Freedom

For youth, technology can be a “shorthand” for freedom. The Internet is freedom of information, mobile phones offer freedom of movement, computerised “everything” means experience what you want now! Restart, redo, play again!

model

SOCIAL TRENDS

traditional ▶ dominant ▶ emergent
historical & trusted modern & mainstream new & different

impacts

BRANDS

influences

COMMUNICATION

Social Trends

Shared beliefs values and societal expectations which shape our needs and desires.

Evolution

Markets are constantly evolving as new ideas challenge and overtake traditional & mainstream thinking.

Communication

Brands use familiar shorthands to communicate messages to consumers

“Because things are the way they are, things will not stay the way they are.”
Bertolt Brecht

indigo™ **d**oes

maximise

execution of brand
messages
using the most effective
visual & verbal signifiers

strengthen

your brand positioning,
improving relevance
& impact amongst
competitors



predict

new trends and areas of
growth – guide your NPD,
brand extensions &
portfolio management

inspire

your brand using input
from more interesting,
progressive
categories

p

rocess

combines
cultural analysis
semiotics
trends forecasting

gather

social data, cultural references, popular culture,
consumer views, advertising, images,
products & packaging



map

trends along a continuum showing traditional, dominant and
emergent views - identify messages important to your market
and how these are expressed



predict

opportunities for growth using , emergent ideas, new and
exciting trends - what's next in your category
and how best to capitalise on it



i nformation

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call
for more information

ask
for a view on your brand & category

be inspired
by an example relevant to your category

other services

Brand

We offer a host of qualitative methodologies designed to look at brand strategy - covering market mapping, brand positioning & consumer segmentation models.

Advertising

We provide the highest quality strategic and creative advertising research. Because we understand advertising we offer insightful and actionable solutions.

Packaging

wrap™, our methodology for researching packaging uses a visual hierarchy to review current equity and drive pack changes. We use innovative stimulus and conduct research at POS & POP.