



ID Crea[©]

Innovate in your product and service offering to parents



To help you to set up new initiatives

- PRODUCTS
- SERVICES
- COMMUNICATION
- CRM
- DIGITAL

Generate new concepts.
 Innovate in terms of use and usage, ...
 Make product ranges evolve, ...
 Explore new avenues and new territories.
 Stand out through actions: promotions, incentives, retail merchandising, loyalty programmes, ...



How does it work?

CREATION

An online creative dedicated space: <ul style="list-style-type: none"> • 20 mums hand picked for their potential among the IDM panel, fitting your consumer profile • A "10 days working program" designed for you 	5 to 10 brainstorming sessions: a flexible program using small groups of mums
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Review & evaluation of ideas by IDM experts

FINAL SELECTION & OPTIMISATION

Workshop with brand (participants such as marketing, R&D, rough man, other professionals,...)

- Selection
- Improvements
- Concept writing



Why is ID Crea[©] a new approach?

ID Crea[©] relies on the "creative consumer" concept, "high creative potential" recruited among your consumer profile. ID Crea[©] is a new research technique that allow participants to stay in their **day to day environment**, taking advantage of it to find creative solutions. ID Crea[©] is a "turnkey" solution, fast and operational, to get a **reservoir of innovative, valuable and relevant ideas** for your business.

From 24 900 € HT



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