



WE ACCELERATE THE WAY OUR CLIENTS INNOVATE

ABOUT US / WHAT WE DO

ISSUE 5 – DECEMBER 07

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WELCOME

Welcome to the Christmas MIH Newsletter. As is traditional, we take this opportunity to say thanks to all our clients and associates for a great year and look forward to an even better one in 2008. We hope there have been more "stars" than "turkeys" in your innovation portfolio in 2007, and that you have been able to tell the difference between them before it's too late.

Work is not over yet though, and this issue contains news from Anuga, the world's biggest food fair, and of an exciting new development in measuring concepts. As always let us have any thoughts/comments on how we can develop future editions: feedback@mihcentre.co.uk

Editor – Tim Nicol

ANUGA

Anuga is the world's largest food fair. It takes place every 2 years at the Koelnmesse in Germany, and attracts exhibitors and visitors from all over the world. 6,607 suppliers from 95 countries took part this year, and Tim spent 3 solid days trudging through the 10 separate shows with Ton Langeler, our Utrecht based Associate, to see what was going on. Tim and Ton covered all the shows between them and have pulled together a comprehensive report that covers the general consumer and NPD trends on display, and a review of each key product category. Specific exhibitors and innovations that caught the eye are covered in more detail, (Chocolate Surimi anyone?) and the whole report runs to some 150 slides of observations, photos, and comment – but can be tailored to suit your needs. Tim also wrote an article on confectionery innovations at Anuga for the December edition of the trade magazine Kennedy's Confection; see www.kennedys.co.uk for a copy.



If you didn't get a chance to go to Anuga (or even if you did) and would like to have a time – and cost-effective review of the latest trends and ideas in food, we can deliver this with our own insights and comments included, for just £200. If you would like a face to face presentation and discussion, just let us know. Why not include a presentation of Anuga observations and ideas in your next team meeting or ideation session? It could feed your innovation funnel in time for the New Year. Contact tim@mihcentre.co.uk

ASSOCIATE COMPANY PROFILE – WDG MARKET RESEARCH



Since the launch of MIH in 2002, we have worked closely with WDG on the design and delivery of our "Quant/Qual" Concept Screening and Diagnosis tool "Q3".

WDG is an energetic, investigative and very pragmatic full service market research agency of 20 years standing. Like many MIH associates, the senior team all spent their formative years "Client side" in a mix of industry sectors, including: Breakfast Cereals, Chocolate, Alcohol, Banking and Cars. They cover all life's essentials – well almost!

WDG provides a global service to many well known brands and companies. Good working relationships are crucial in getting the most out of any project and the WDG team believe strongly in "getting to know" their own clients and their clients' employers.

WDG have years of experience, a practical approach, underpinned with a touch of creativity on each job. If you would like to meet or them discuss your general research needs either visit www.wdgresearch.co.uk or call Managing Director Neil Grantham on +44 (0) 1494 772436. If you'd like to know more about "Q3", then contact tim@mihcentre.co.uk

KARTING



The MIH team recently took part in a charity Karting event run by RHM to raise money for the Bakers Benevolent Fund. Teams from all over the country competed for the coveted cup in a test of speed, nerve, and endurance, all attempting to replicate the awesome team work that takes place in an F1 pit lane. Concentration and quick reactions were essential to keep on top. Congratulations to RHM (and a few others) who managed to beat us to the finish!



Our Adventure Racing partners, Team Accelerate, continue to perform fantastic athletic feats and at the end of September they completed the Gael Force 12 in Ireland. This involved 3 days of adventure biking, running, kayaking and rope work while navigating their way around a mountain course south of Westport, Co Mayo. Team Accelerate finished a creditable 3rd overall. Earlier this year, the Open Adventure 24 took place in the Lake District. It was also the culmination of the UK's Open Adventure Series and the mixed pairing of Adam Haynes and Debbie Smith managed to podium at all the events to take the 2008 Series title – a massive achievement and something they had set out to do from the very beginning.

RECENT PROJECTS

Tim recently spoke at an Intellectual Property seminar organised by ICI. The presentation, titled 'What's New?', discussed innovation in an FMCG context, open innovation, and the imperative of innovation. Global manufacturers are still making innovation their primary source of new revenue growth, yet 80-90% of all products fail within two years, and too many processes are wasteful and inefficient. Less is more when it comes to innovation – we should be developing fewer, bigger, better ideas to satisfy new consumer needs and wants. Today too many products are copies and line extensions. MIH can help with developing your next big idea and getting it to market faster. Through our integrated tool kit we specialise in idea generation, creative concept development, early stage evaluation techniques and efficient innovation delivery. Contact tim@mihcentre.co.uk for further details.

PRODUCT NEWS

Emotion Quotient™

With our US Associates, Connected Incorporate, and Professor Pieter Desmet of Delft University we are launching a new leading edge technique for measuring emotional response to concepts. It can be applied with great effect to advertising concepts as well as product concepts and this paper explains the rationale:

Does your advertising emotionally connect your brand to your consumers? Does traditional advertising testing reflect emotional turn-ons or turn-offs to their audiences? How do you know? Consumers make decisions based on emotions, but marketers don't measure emotions effectivelyuntil now.

[Click here to read the full article](#)

HAPPY CHRISTMAS



As in the past, we won't be sending Christmas cards this year, and won't expect any in return, but we do sincerely wish everyone a happy and peaceful Christmas and a 2008 made prosperous by efficient innovation.

In place of cards we are making a donation to Anna's Hope, a charity close to Tim's heart, established by friends in memory of their brave little daughter who sadly died of a brain tumour aged 3. Anna's Hope raises money to fund research into a cure for children with brain tumours and improve the rehabilitation facilities and support available to those children who undergo treatment. For more information see www.annashope.co.uk

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