CHAMELEON COLUMBUS CUCKOO



HOW TO LAUNCH A PRODUCT, AND GET IT RIGHT

THE BRAND TO SALES™ AGENCY

Product launch problems.

Many B2B tech brands come at new product launches in a haphazard or accidental way. You might have a roadmap, but you don't know enough about the terrain for it to be much use. And when you get to launch date, your product doesn't reach or resonate as it should. Despite the investment you've made.

So how can you manage launches differently? (And, well, better.) Your new offering may borrow from an existing product model, might be an evolution of a current product, or could be something altogether new.

Whichever's the case, without proper research, planning and purposeful branding, it's unlikely that your new product will reach its full potential.

Here's our advice for bringing new products and services to market with a smart and effective approach – demonstrating how the right insight, strategy and branding can create a Launchpad that will propel your next product.

CONTENTS

3 Meet the Chameleon, Columbus and Cuckoo

5 The Octopus Group Launchpad

7 Research

9 Strategy and Planning

11 Visual Identity

13 Ready to launch?

Meet the Chameleon, Columbus and Cuckoo.

There are three approaches to new product offerings that we see from our experience helping businesses take ideas to market: the adaptable (Chameleon); the innovative (Columbus); and the borrowed (Cuckoo).

Looking at the pros and cons of each can help you choose the best fit for your business.

CHAMELEON:
Great adaptability but hard to see

COLUMBUS:
Pioneering spirit with high risk

CUCKOO:
Something new from something old
Your model may follow one technique, or combine all three. Each has its strengths and each has potential hurdles which would need to be overcome.



CHAMELEON

The good
Like the Chameleon, this product launch is smart and adaptable. It's targeted to audience segments and flexes according to need.

The bad
A Chameleon product launch might be hard to see. It's a project where research and development has nailed the functional details, but the go-to-market is underpowered.



COLUMBUS

The good
The Columbus is seemingly treading new ground, reaching far flung corners of uncharted territory before its peers. It's intrepid, bold and offers clients something different.

The bad
It may be bold, but the Columbus brand is also impulsive. By striding out into the unknown with limited understanding of the environment, it carries risk.



CUCKOO

The good
The Cuckoo product launch adapts or develops on existing material – laying its ideas in other birds' nests. It's fast and low risk.

The bad
Re-hashing old territory can be useful, but what if your target audience is different or the market has changed? And what if your new product requires different treatment? The Cuckoo may be resourceful and look great, but it can lack adaptability and excitement.



The Octopus Group Launchpad.

The Octopus Group Launchpad is a framework made up of three services to help launch a new product. It connects research, planning and creative to give your new product or service an intelligent start. And because you know your tech, your business and your customer, we give you the resources and skills to ensure that your idea benefits from a solid foundation and a bright launch.

Using our integrated, Brand to Sales™ approach, we provide research to support your new product strategy.

We'll identify the best way to position your product; create a unique, new visual identity; and can apply our brand awareness, digital and lead generation services to drive growth and sales post-launch.



RESEARCH
Understand buyers and tailor your offering

STRATEGY & PLANNING
Create targeted propositions and engagement

VISUAL IDENTITY
Stand out in crowded markets

Research.

The first step of your new product launch strategy. Research is how you know your product will meet a real, demonstrable need. Without that, there may be no demand.

In the Columbus scenario, you either have an innovative idea for a product in mind, or you're starting with a clean sheet. Either way, it's vital to know your customers' needs.

In-depth interviews or focus groups can help you understand what makes your customers tick. What are their goals? What are their challenges? And how well do existing products serve their needs? All these questions should feed into the product development cycle.

The Chameleon is a little different. You already have a product, but believe that – with repackaging or rebranding – it could fly.

What's needed is research to understand:

- Who's engaged in the activities your product's designed for
- What their challenges are
- How your product addresses those challenges

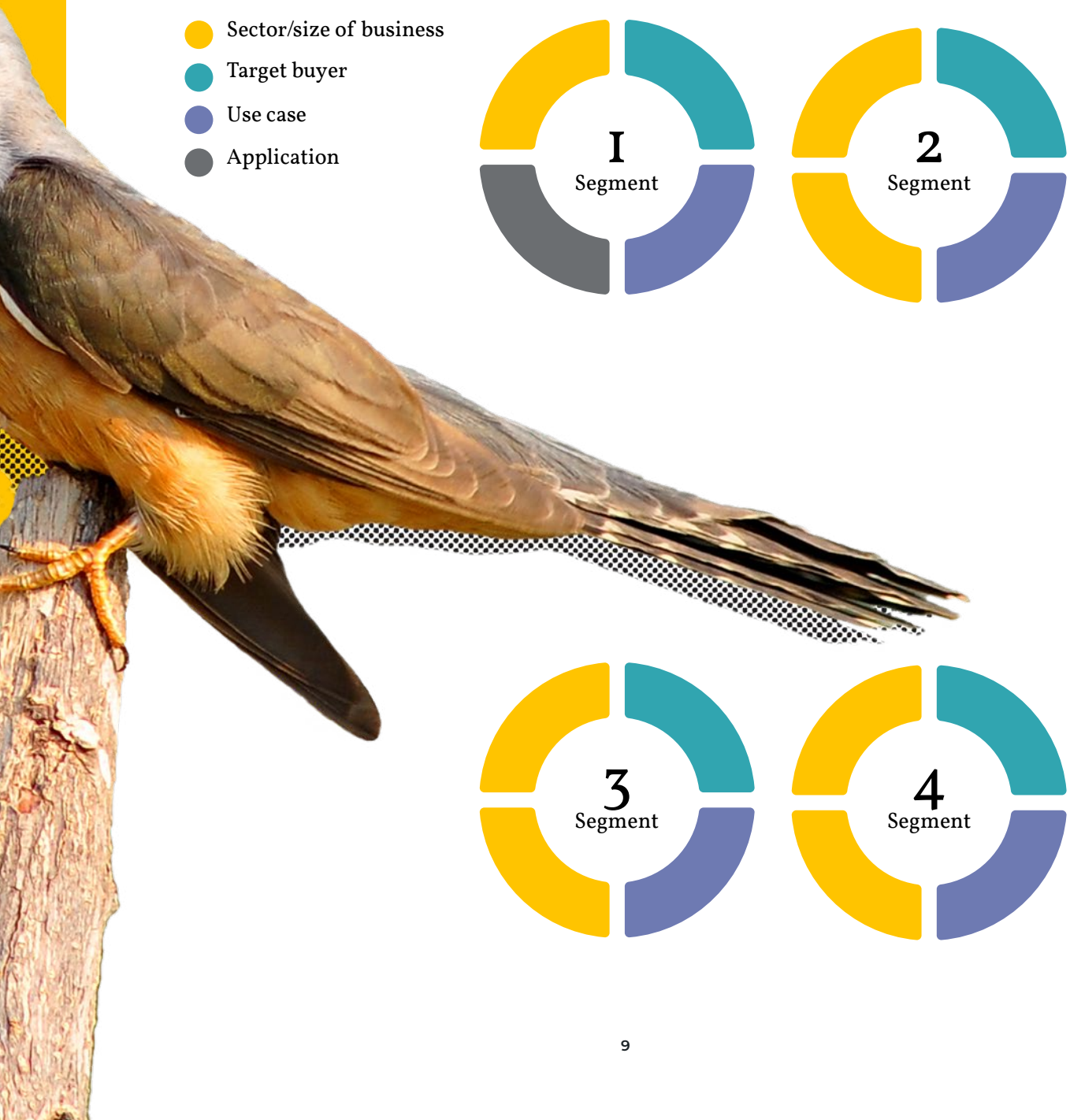
If you're a Chameleon then it makes sense to use a segmentation model with use cases and applications overlaid (like the one shown across the page). Once you've established this, you can begin to build tailored products or bundles to meet the requirements of each segment.



Businesses with a Cuckoo strategy might think research isn't needed, because you can see that there's an appetite for the product. But what you don't know is whether people will buy from you, and for what price.

In other words, you don't know your brand value.

Quantitative techniques such as conjoint or MaxDiff can help you model how the market will react to your product, and how tweaking the price or features would shift demand. You're still jumping into an established nest. But you're doing it in a more informed way.



Strategy and planning.

According to LinkedIn, there are 41,000 people with 'product marketing' in their job title, compared with +2,800,000 who work in non-product-specific marketing roles (in the UK and the US). That's 0.14% of the market! Product marketing ownership is important, yet often overlooked. Businesses need to think strategically, but they often don't have departments (or even people) dedicated to it.

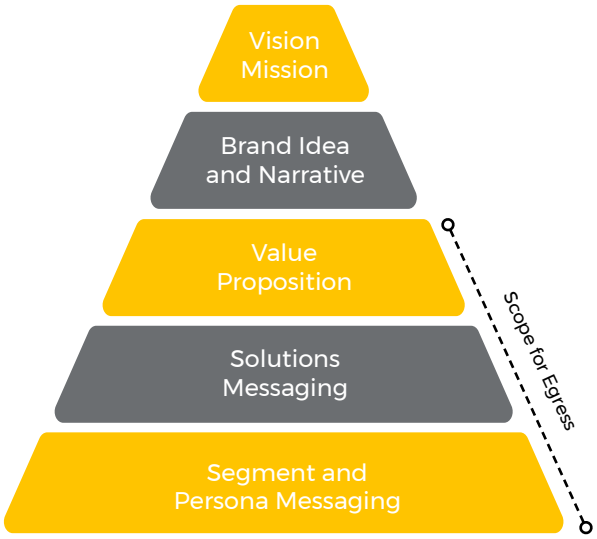
Fail to plan, plan to fail – it's a cliché for a reason. From product functionality and architecture to messaging, value proposition and go-to-market plan, there are many stages of a new product launch and each needs to be mapped out.

Yes, there's more to do. But you'll create momentum and move faster in the long run. Hurrying a product launch is a false economy, whereas properly planning your roadmap or timeline will help you mitigate risk. These are the elements that ensure your new offering is market-ready and pushing all the right buttons for prospects and customers.

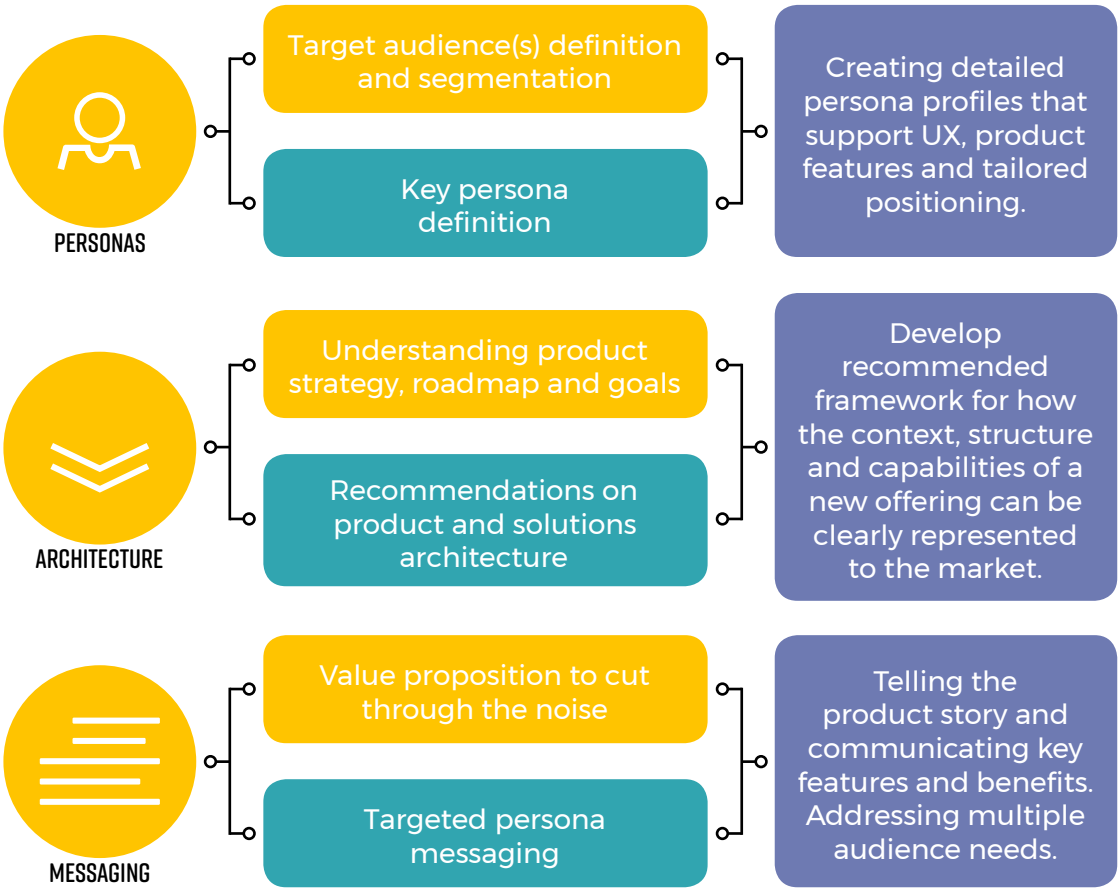
PRODUCT POSITIONING PYRAMID

When looking at value proposition and product positioning, we embed them in the marketing offering, building on brand value.

Octopus has a tried-and-tested formula for messaging development that can help clients create clear and compelling messages within a simple framework that can be used for product and persona needs. This creates the opportunity to bring positioning into the product story.



STRATEGIC GROUNDWORK



Visual identity.

Despite having a general understanding of the importance of branding, B2B tech businesess continue to slap new logos onto products as and when they crop up. Resulting in confused audiences and mismatched sub-brands. And the problem gets worse when new products are the result of a merger or acquisition.

It's easier to sell a product when proper care is taken in crafting the right visual language. And that means more than a new logo.

The first thing to remember is that visual identity and branding are two separate things.

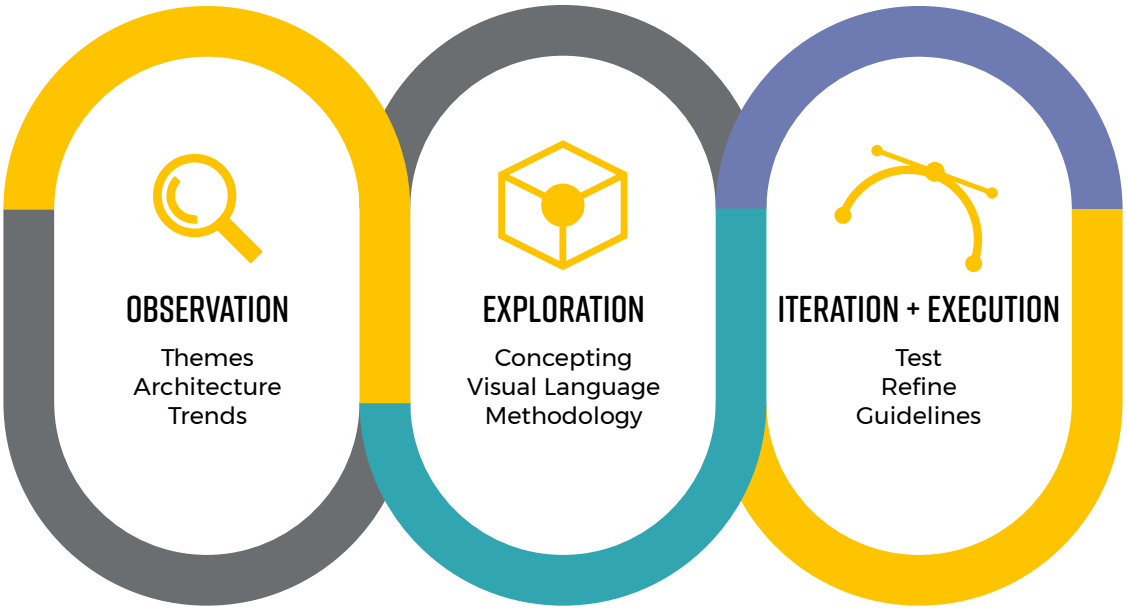
- Branding is made up of everything that creates the experience that someone has when they hear about or interact with your brand. Both tangible and intangible.

- A visual identity is the aspect of branding that evokes certain feelings and experiences about the brand. This plays a critical role in your audience's first impression of your business and your solutions.

Identity also means developing a visual language that simply communicates the relationship between your logo and the products and services you offer. It's important because it makes it easier for your audience to understand what you do at a glance, rather than you having to explain it. It also promotes confidence – customers respond better to businesses that take a holistic approach to how they face the market (in other words, you gotta look the part).

Businesses in the services and tech sectors are increasingly using visual language and user experience expertise to ensure that products are easy to use and meet expectations. This mindset is now transforming how products come to market, and is helping businesses to better understand the importance of design when creating and developing.

THE VISUAL IDENTITY DESIGN PROCESS



Ready to launch.

It's all too easy to create false economies when bringing new products or services to market, in the interests of efficiency and competitive pressure. Rushed deadlines, scrabbled together plans and novelty that gets lost in the noise are common challenges faced by B2B brands.

YOU HAVE TO PLAN WITH ADAPTABILITY IN MIND, DESIGN WITH A CUSTOMER-FIRST APPROACH AND ENSURE YOUR NEW OFFERING CAPTURES THE IMAGINATION.

Getting things right requires foresight, flexibility and resources.
It can be difficult to manage time when the product launch deadline keeps changing. Unforeseen bugs and last-minute changes are inevitable. You need people power to get the work done.

That's why a strategic launchpad works; helping you to better understand and engage with the people who could benefit from your product, and ensure that it's positioned and packaged to create maximum impact.

With all that in place, your new product will not only look and feel right, it'll be truly shaped to fit your clients.

Get in touch with Octopus Group to find out what your Launchpad would look like, and make your next product launch work – regardless of whether you're a Chameleon, Columbus, or Cuckoo.

YOUR PRODUCT LAUNCH TEAM:



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THE BRAND TO SALES™ AGENCY

THANK YOU FOR READING

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