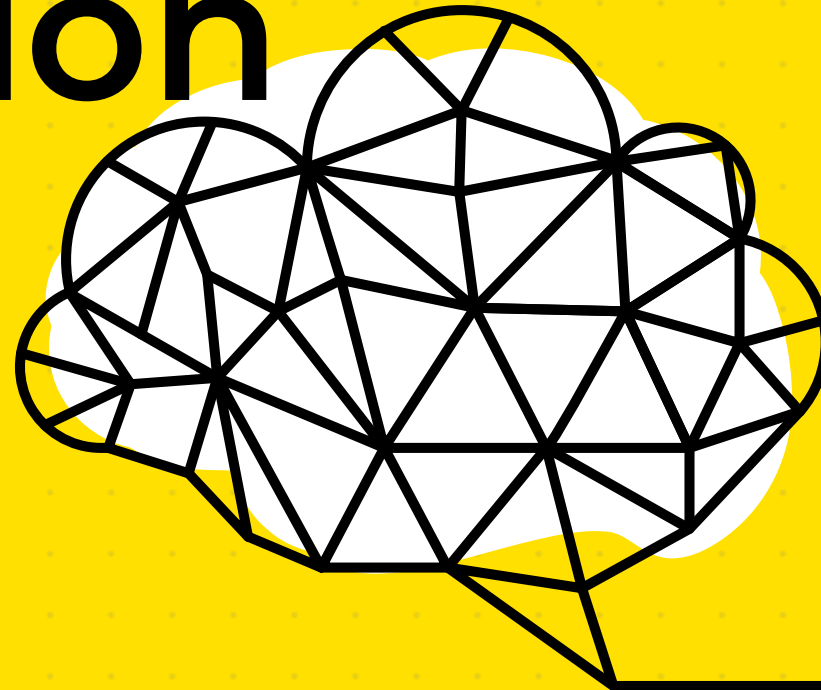


Creativity & Innovation

Committed to elevated outcomes in FMCG Retail



Hosting **YOUR** workshop today...

Helen Hepworth

Director at Collective Stories.
Category Management & Shopper Insight Specialist

Passionate about grocery & learning new stuff.



Creativity

The use of imagination or original ideas to create something...

**new,
useful &
valuable**

Innovation

Making changes for something established...

a process that involves idea generation and creativity, as well as the time and space to let those two actions lead to new and novel solutions

Expert Definitions

“Creativity involves breaking out of established patterns in order to look at things in a different way.”

Edward de Bono
(Inventor of Lateral Thinking)

“Creativity is the process of having original ideas that have value.”

Ken Robinson

Creativity

“Creativity is just connecting things.”

Steve Jobs

“Creative confidence is the belief that you can create change—that you can create new things that make a difference.”

David Kelley
(IDEO founder)

Expert Definitions

“Innovation is a change in products, services or processes that creates new value for customers and the company.”

Clayton Christensen
The Innovator’s Dilemma

“Innovation is powered by a thorough understanding, through direct observation, of what people want and need in their lives.”

Tim Brown
(IDEO founder)

Innovation

“Innovation is about meeting unmet, unarticulated needs. It’s not just about new products, but new ways of doing things.”

Satya Nadella
(Microsoft CEO)

“Innovation comes from saying no to 1,000 things to make sure we don’t get on the wrong track or try to do too much.”

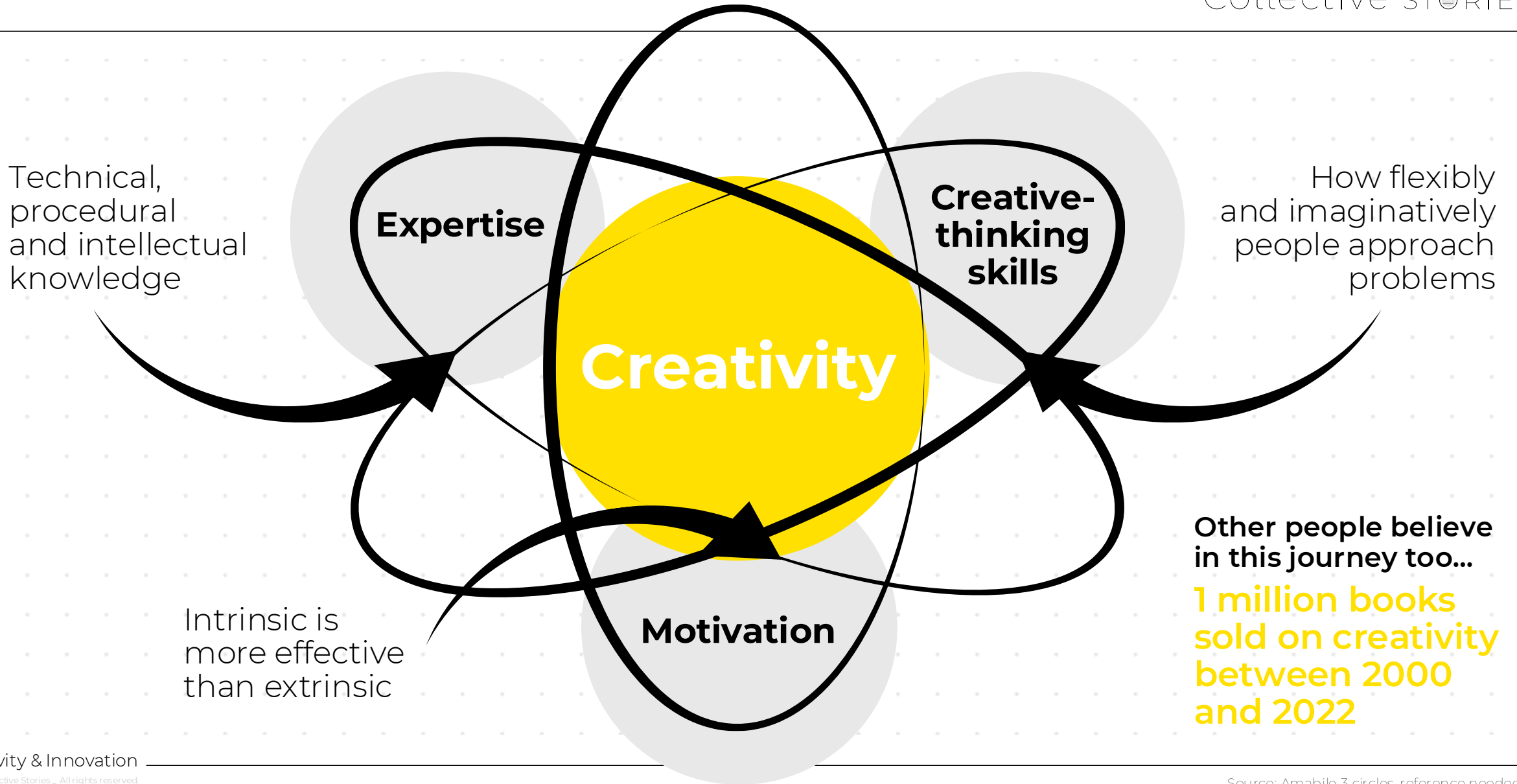
Jeff Bezos

**What
we have
concluded...**

wrote Land;

**“is that
non-creative
behaviour is
learned.”**

The Creative Journey



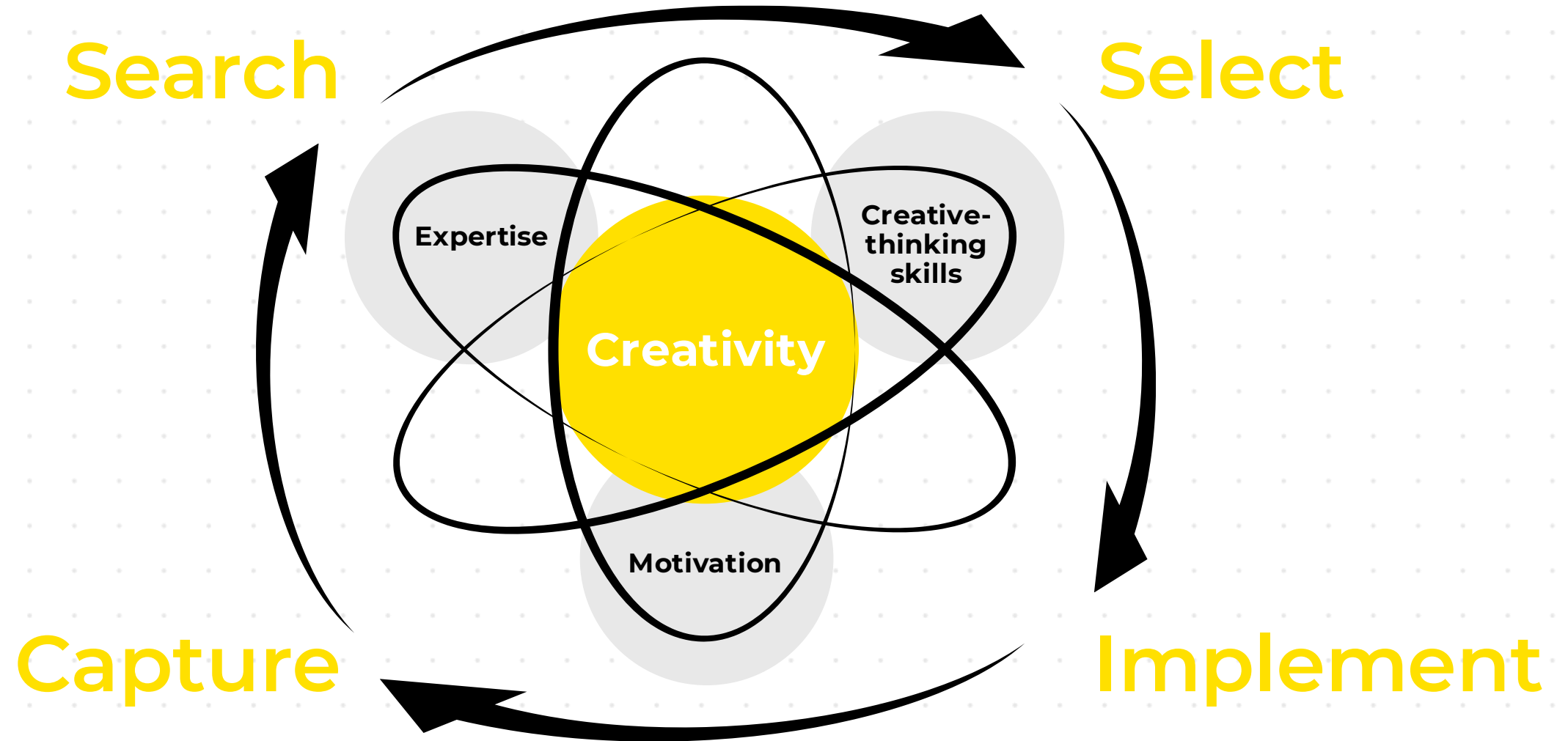
Creative Thinking Skills

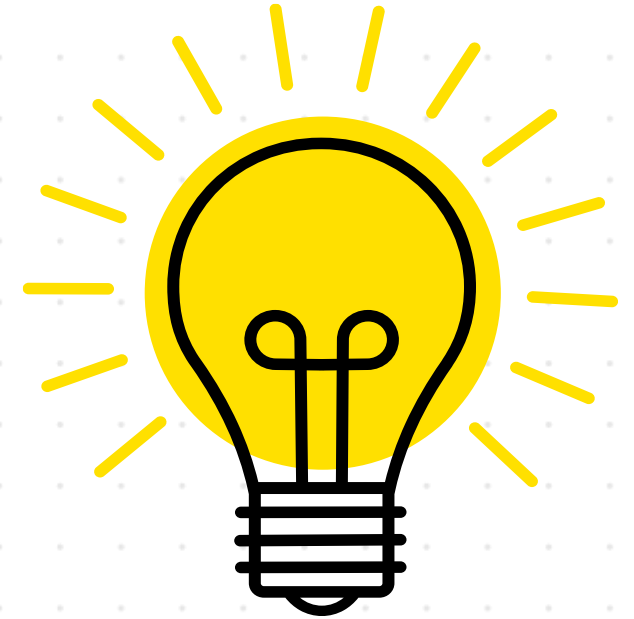
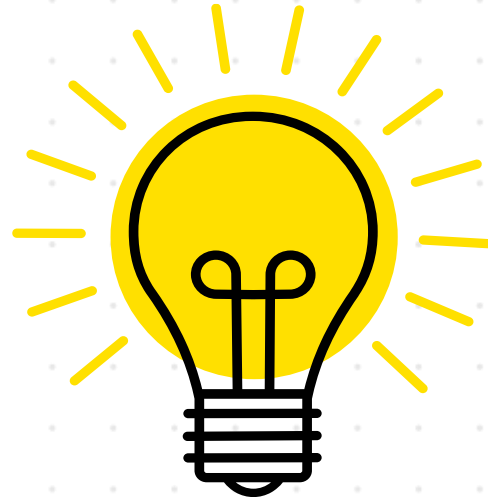
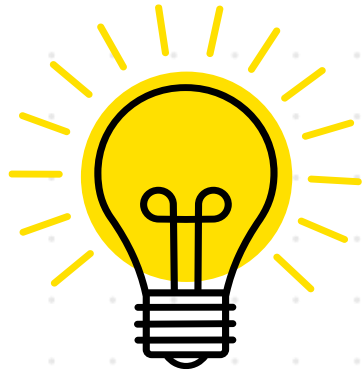
Creativity

**Creative-
thinking
skills**



Harnessing Creativity to Drive Innovation





IDEA LOADING...

Creativity

Innovation

Putting it into practice,
now and in the

FUTURE



Innovation means we get stuff done

But is also links heavily to...

why the FMCG ecosystem is a thriving and exciting place to work.

We need to innovate in our key areas.

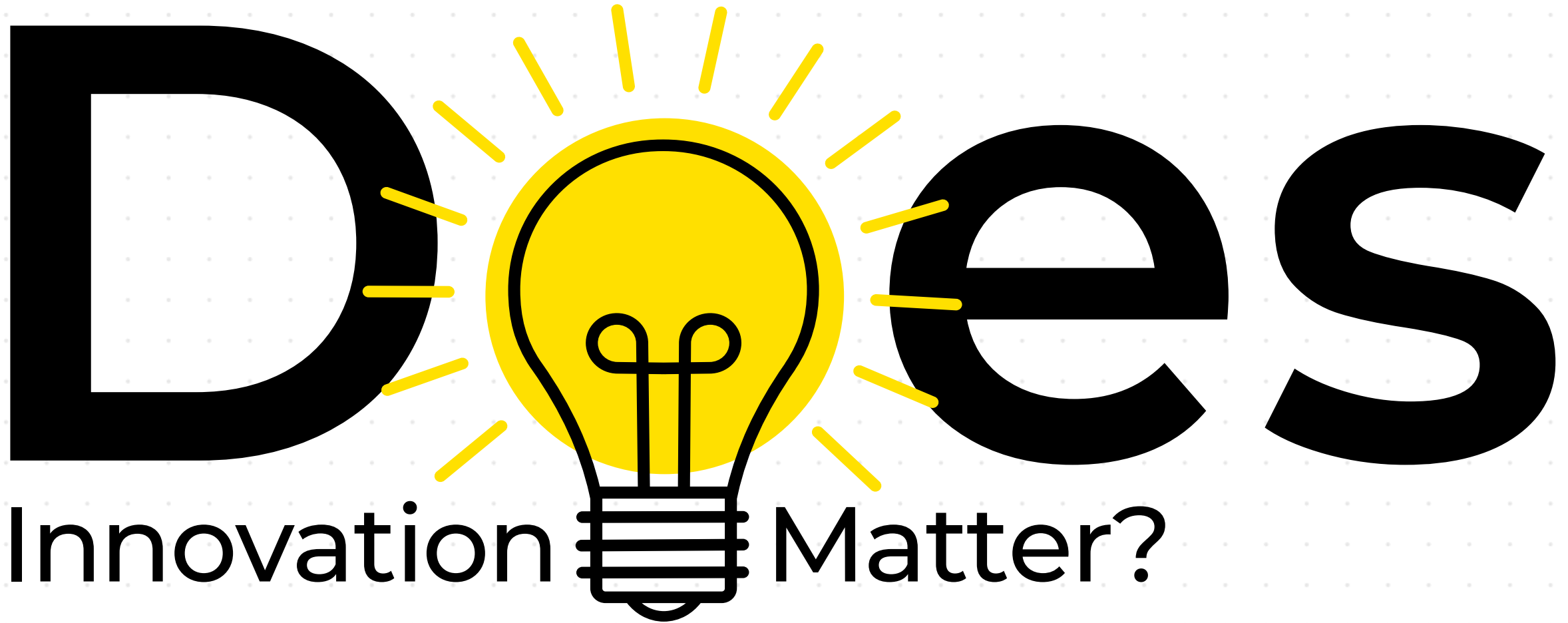
To grow and develop a category?

More people (widen consumption), more often (more occasions), more options (more volume), more money (better quality?)

To maintain a great relationship with our stakeholder, retail partners, suppliers, customers

We need to work with honesty, transparency and clarity. We also need drive, energy and alignment.

Does Innovation Matter?



To grow and develop a category?

More people (widen consumption),
more often (more occasions),
more options (more volume),
more money (better quality?)

To maintain a great relationship with our stakeholder, retail partners, suppliers, customers we need to work with honesty, transparency and clarity. We also need drive, energy and alignment.

But sometimes this doesn't happen..

- Lack of time
- Lack of time together
- Lack of ££
- Lack of focus
- Drowning in the BAU
- Misaligned strategic focus

**If I had asked
people what
they wanted**

wrote Henry Ford;

they would have said

**“faster
horses”**

Case Study One

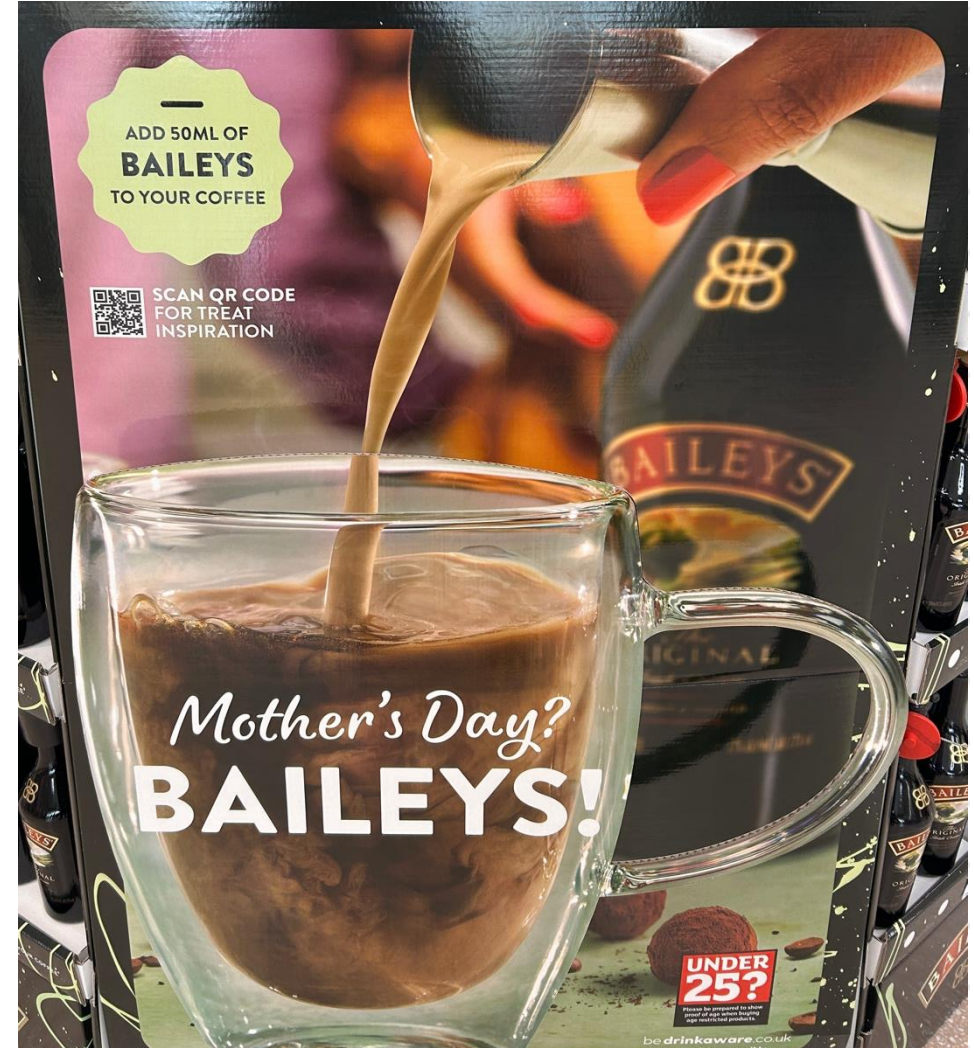
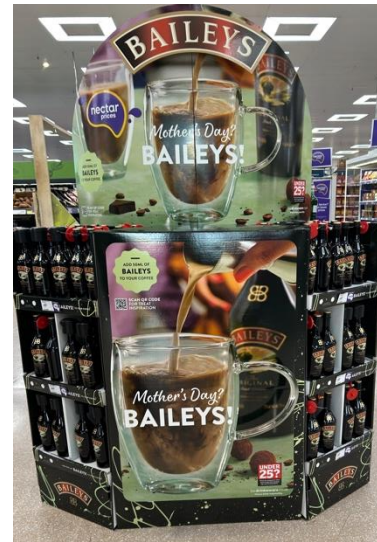
UKG Easter Egg



Case Study Two

Sainsburys & Baileys Mothers Day 2025

A new occasion for a long time festive tipples...



Case Study Three

CBD Brand Trip

Multipacks in Morrisons



Case Study Four

Kenco Coffee

Coffee Pouches have tried to replace jars for many years

Morrisons 2025



Case Study Five

La Vieille Ferme

Magnums

Morrisons 2025



Case Study Six

KP Snack Packs

Multipacks

Morrisons 2025



Case Study Seven

Frozen Snacking Explosion

Morrisons 2025



Case Study Eight

Innovation in a valuable and competitive category?

Morrisons 2025



Case Study Nine

Vita Coco Try to Change Shopper Behaviour

Morrisons have put Vita Coco in an ambient shipper next to fresh smoothies and positioned it as a key ingredient for those who might be encouraged or already thinking about making their own smoothies...

Morrisons 2025



Case Study Ten

Laundry is a great place to find innovation

Morrisons 2025



Creativity & Innovation is all around us in FMCG

Seek it

snap it

add it to the compost heap

Innovation just happens right?

The myth of innovation is that brilliant ideas leap fully formed from the mind of geniuses.

wrote Tim Brown, Change by Design;

The reality is that most innovations come from a process of rigorous examination through which great ideas are identified and developed before being realised as new offerings and capabilities”.

Innovation requires focus...

What would life
look like if we
didn't search for
Eureka?



Innovation is a team thing...

All of us are
smarter than
any of us...

wrote Tim Brown, Change by Design;

From your notes...
Select three
things today
that you will

Innovation requires focus...

**in reality how
easy is this...**

wrote Matt Ridley;



**Innovation
happens when
people are
free to think**

Making time to be creative

100% of us said that lack of time stops us from being creative.

100% of us agreed that we want time to think and experiment.

100% of us need leadership to provide more time for for creative thinking.



Future levels of innovation will be better because...

Innovation starts with **me**

& here **we**
is how
will be innovative

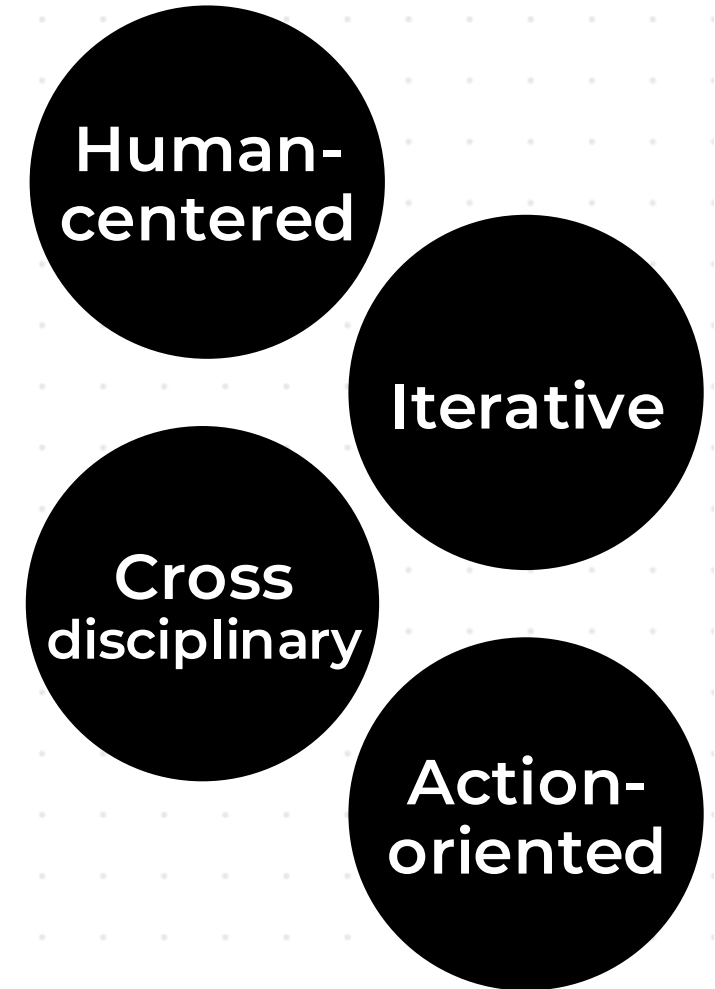
All are clear...
what we
need from

**other
people**

What Is Design Thinking?

Definition:

A problem-solving approach that focuses on **deep understanding of user needs, creative ideation, and rapid prototyping** to generate innovative solutions.



Start with people

Understand real human needs, behaviors, and emotions.

Empathy is the foundation



Tools:
Interviews
Observation
Journey
mapping

Think like a designer act like an innovator

The 5 Stages of Design Thinking

Empathize

Understand
the user

Define

Reframe the
problem

Ideate

Generate
creative
solutions

Prototype

Build rough
drafts

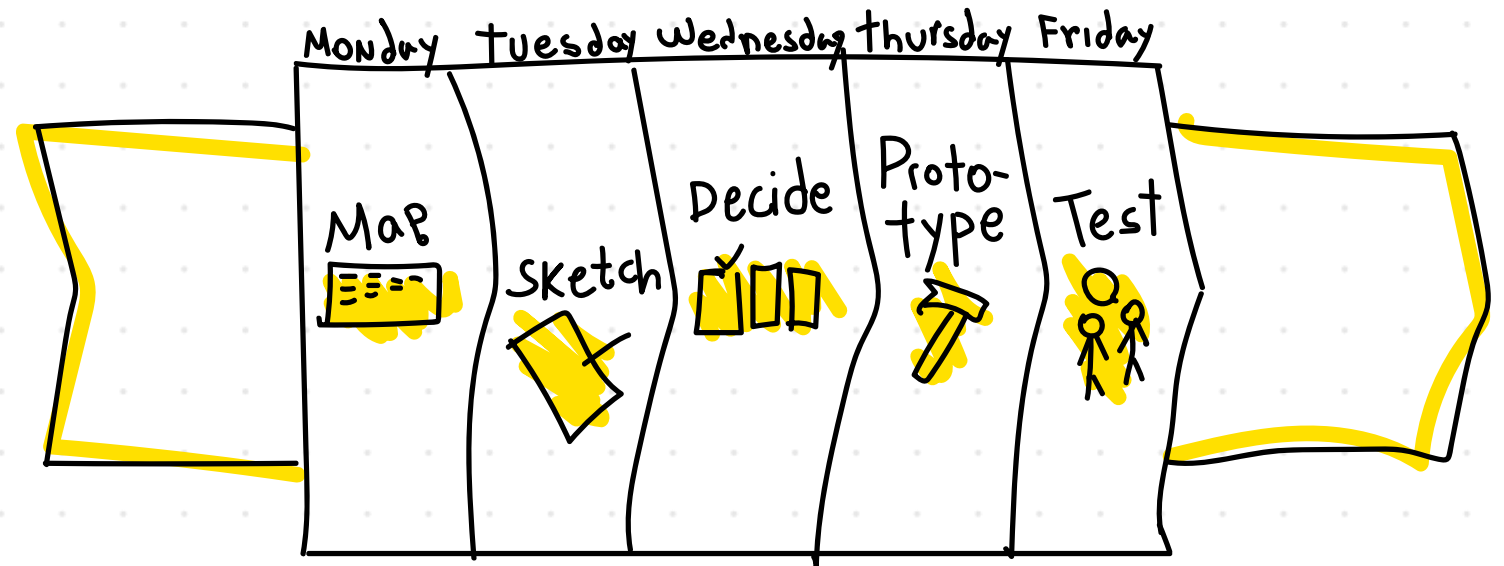
Test

Try out
solutions
with real
users

Google Design Sprints

Originally developed at Google Ventures

5-day process designed to solve big problems and test new ideas quickly. Can also be done in 3 days!



Key Principles Behind It

Speed over perfection:

You don't need a polished product to learn valuable insights.

Diverge then converge:

Go wide with ideas, then narrow in.

Customer-centric:

Focus on solving real problems for real users.

Cross-functional collaboration:

Involve designers, engineers, product people, and decision-makers

Structured time:

Time-boxed activities avoid endless discussion.

Google Design Sprint is a structured, time-boxed process that helps teams:

- Understand a problem
- Ideate potential solutions
- Decide on the best one
- Prototype it
- Test it with real users

Really useful when

- Launching a new product or feature
- You're stuck on a big challenge
- You want to align a team quickly

Day 1: Understand

- Map out the problem and define the long-term goal
- Interview experts and stakeholders
- Create a **journey map** of the user experience
- End with choosing a specific *target area* to focus on

Day 2: Sketch

- Explore solutions through individual sketching
- Look at existing ideas (inspiration from within or outside your industry)
- Each team member sketches their best idea ("Crazy 8s" is common: 8 sketches in 8 minutes)
- No groupthink — it's all about solo creative time

Day 3: Decide

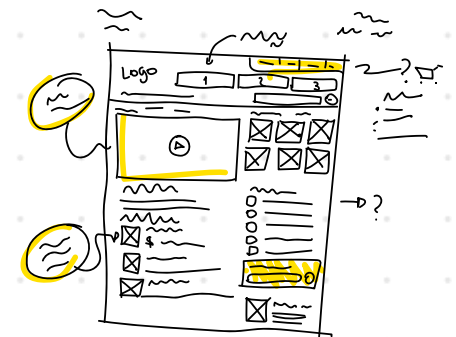
- Review all sketches anonymously
- Critique and vote on the strongest ideas
- Storyboard a **single, detailed flow** for the prototype
- Commit to a testable concept

Day 4: Prototype

- Build a **realistic but lightweight prototype** — usually using tools like Figma, Keynote, or clickable mockups
- Keep it just real enough for a user to believe it
- Assign clear roles: maker, writer, stitcher, asset collector, etc.

Day 5: Test

- Test the prototype with **real users** (typically 5)
- Watch and learn how they interact with it
- Capture feedback, reactions, usability issues
- Debrief and decide on next steps: iterate, pivot, build?



Thinking like a designer

By merging Design Thinking with Design Principles, challenges are approached not just from a design perspective but as strategic problem-solving opportunities, ensuring that every visual decision is informed by real user needs, iterative testing, and a deep understanding of how design shapes experiences.



Clay tablet;
record of beer.

3100BC-3000BC

British Museum

Good design, is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible, serving us without drawing attention to itself.

Donald A. Norman

Bad design, on the other hand, screams out its inadequacies, making itself very noticeable.

YOU

At some point you may come back to read this line or maybe not.

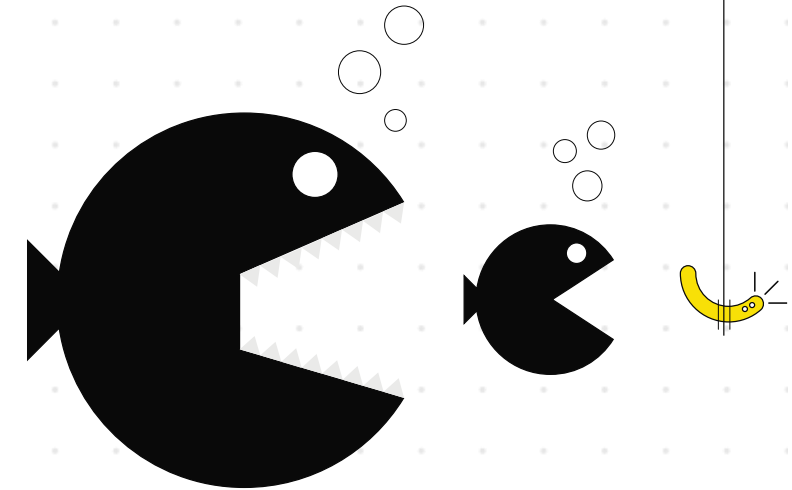
WILL READ THIS FIRST.

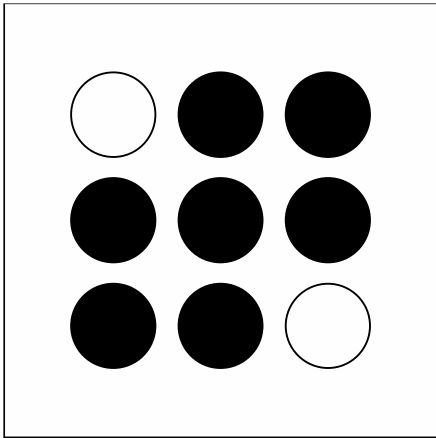
And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.

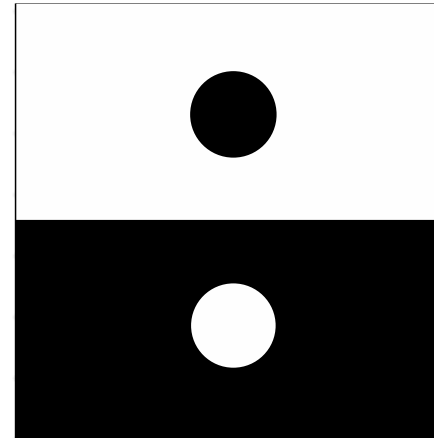
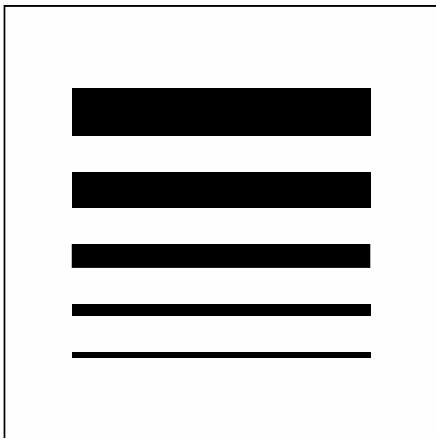
CON^SIT^SeⁿcΛ





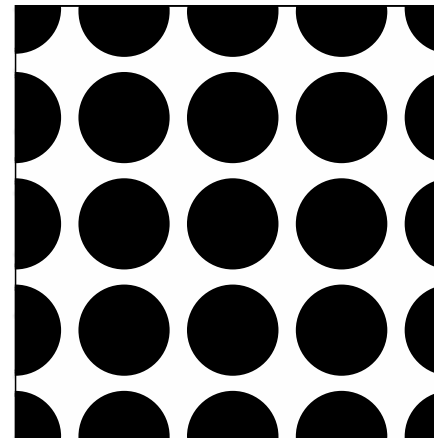
Empathy & User-Centered Design (Balance & Hierarchy)

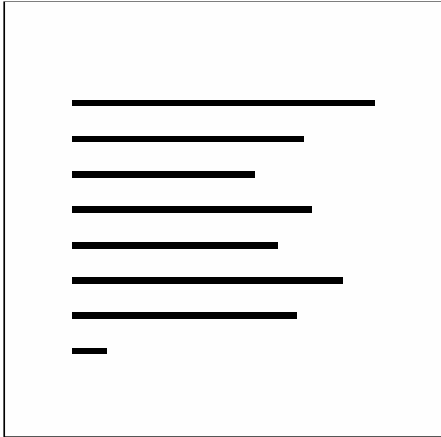
- Just as balance and hierarchy guide visual composition, empathy ensures designs are structured around real user needs.
- Prioritizing key elements (visual hierarchy) mirrors understanding which user pain points matter most.



Iterative Exploration (Contrast & Repetition)

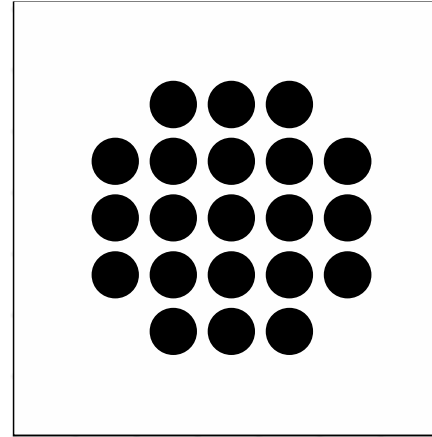
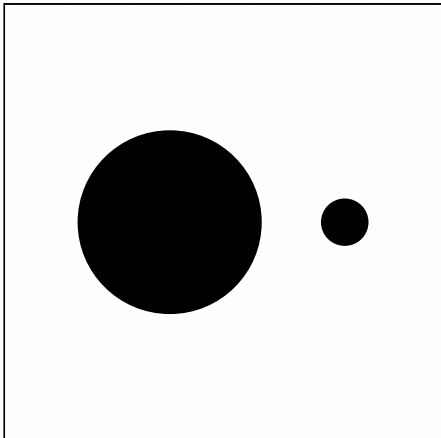
- Design Thinking embraces continuous refinement, just as contrast and repetition enhance clarity and consistency.
- Testing different visual contrasts helps refine messaging, much like prototyping different ideas to find the best solution.





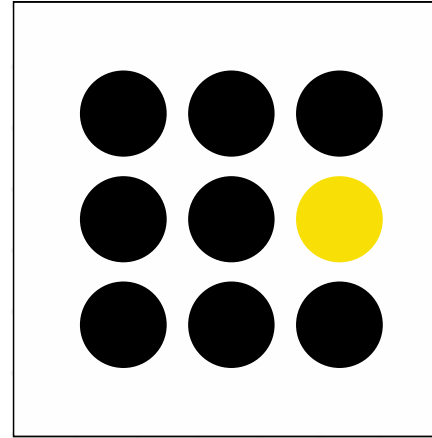
Clarity in Communication (Alignment & Scale)

- Good design ensures information is easy to read and understand, just as Design Thinking focuses on clear problem definition and ideation.
- Alignment creates harmony, while scale establishes hierarchy, balancing business goals with user experience.



Collaboration & Co-Creation (Unity & Emphasis)

- Just as unity brings cohesion to design, emphasis directs attention to key elements.
- Collaboration ensures diverse inputs shape a balanced solution, creating a shared vision between designer, client, and users.



Let's get sketching

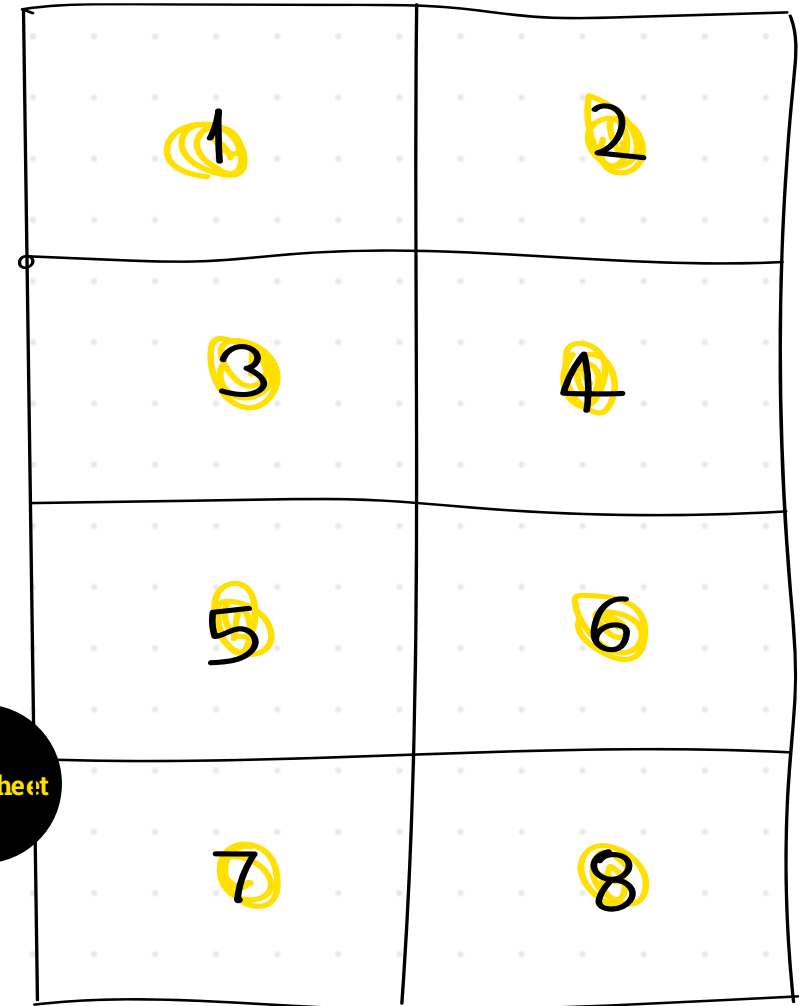
Crazy 8

Sketch your ideal grocery shopping trip (think mission). You can do this based on your own category or others....

No words.
Just pictures.

One picture per minute. Eight pictures in total.

Be as wild as you can



Thinking like a designer...like Bob Gill.

Design Matters

“Let’s say I got a logo to do for a dry cleaner. Instead of sitting in my studio looking through design books to get inspiration, surprise surprise, I thought it made sense to go to a dry cleaner and to sit there. I didn’t have a definite process that I went through. I just knew I should stay there until I had something interesting to say about dry cleaning. Just to sit there, to ask questions, to see what people were doing, to look at the back of the dry cleaner and so forth.

And in the end you must be honest with yourself, I hoped I was honest with myself, if I had something genuinely interesting to say about dry cleaning I would listen to this statement and it would design itself.”

Bob Gill,
co-founder of Fletcher/Forbes/Gill that later became Pentagram.

