

CONCEPT DNA

Concept Development

Stronger Concepts, Faster,
for less Budget

Practitioners, enabled by Bionix

BionicX

HAVE YOU ALSO SEEN...

Who is Concept DNA for?

Are you a brand owner looking to build or **build your innovation pipeline** with resonating new concepts that connect to your target AND describe in detail how to bring it to life through captivating claims, features, formats etc?

Are you a brand or potential investor wanting to **understand potential future moves of competitive players on insight activation?**

DigSites : Insight Discovery

Explore further, wider and deeper for consumer frustration and unmet needs that set the course for innovation

DigSites combines proven insight exploration techniques with AI to make powerful, data-backed discoveries in user experiences that forge fresh opportunity and competitive advantage.

The launchpad for Product Innovation & Comms development.

[Products | BionicX](#)

ABOUT

Quant Ready Concepts with the Essential building blocks to win.

Constructing winning innovation concepts consistently and objectively for a strategic audience is challenging, especially when there are often competing organization agendas and priorities. Time constraints only create further challenge.

Concept DNA transforms deep understanding of the consumer insight into captivating innovation solutions with all the ingredients required for testing and activating in ways that resonate with a target.

Concept DNA deliverables include:

- a fresh perspective on big benefits
- advice on essential product attributes, features, formats, even materials and design credentials.
- Counsel on claims that connect the innovation to target audience is also delivered as standard.



AI-Enabled Concept Development Engine

An industry leading insight discovery engine built with a combination of **proven practitioner expertise in Concept Development** from 20+ years of experience, and **AI data engineering** from industry-leading AI specialists, to accelerate concept development with the detail required for confident decision making.



Concept DNA : From Building Blocks to Complete Concept

Captivating Insight Statement >> Spark >> Idea Statement >> Complete Concept with Activation Claims

Delivery : 15 Concepts
(Content for each as shown)

LIVING WALL INSPIRATIONS

Have you ever wanted to refresh your home or garden with beautiful greenery but felt overwhelmed by uninspiring displays and cluttered choices?

BIG BENEFIT

Introducing Living Wall Inspirations – a curated collection of ready-to-install vertical gardens designed to bring fresh, stylish, and space-saving plant décor ideas to life. Whether for a balcony, kitchen backsplash, or indoor feature wall, these pre-assembled kits make greening every corner effortless.

REASON TO BELIEVE

No more guesswork or hesitation—just instant, professional-looking greenery that transforms your space into a lush, inviting environment.

Each kit is carefully designed by plant experts, ensuring easy installation, low maintenance, and optimal plant health. With high-quality materials and customizable options, it's never been easier to bring nature into your home with confidence.



ACTIVATION CLAIMS

- **Bring the Outdoors In** – Breathe fresh air into your home with ease. 🌿
- **Transform Your Home in Minutes** – Effortless, stylish, and space-saving plant décor. 🍀
- **Designed by Experts, Loved by Nature** – Healthy plants, thriving in any environment. 🌱
- **No Green Thumb? No Problem!** – Foolproof designs for easy, long-lasting greenery. 🌸
- **Style Your Space, Your Way** – Customizable layouts to match any aesthetic. ✂️
- **Perfect Indoors & Outdoors** – Brighten balconies, kitchens, offices, and more. 🏡
- **From Urban Living to Cozy Homes** – Small-space solutions for big style. 🌐
- **Eco-Friendly & Sustainable** – Responsibly sourced materials for a greener future. ♻️
- **Low Maintenance, High Impact** – Enjoy lush greenery without the work. 🌟
- **Inspiration Made Easy** – Say goodbye to dull displays and hello to fresh ideas. 🏠
- **Upgrade Your Space, Effortlessly** – Nature-inspired design at your fingertips. 🌍

Concept DNA takes tried and tested ways for transforming detailed understanding of consumer tensions in category experiences into captivating new combinations.

Firstly, we apply the principles described in **James Webb Young’s “A Technique for Producing Ideas”** for idea sparking and strengthening against resonating insights, as deployed in the Bionicx i2i Product.

Concept DNA then transforms sparked ideas into complete propositions, with all the detail required to bring them to life – Claims, features and attributes, formats and more.

Delivery : 15 Concepts
(Content for each as shown)

Concept DNA : From Building Blocks to Complete Concept

A Captivating Insight Statement
(Taken from Bionicx DigSites)

INSIGHT

My special coffee time is when I like to escape and relax, but I want something more than just a regular coffee shop. I want to feel a personal service experience from somewhere that offers new and surprising experiences in the world of coffee.

A Novel Idea “Spark”
(Taken from Bionicx i2i)

A curated set of mini-coffees featuring rare beans and unique flavors.

Concept Statement

Flavor Flights offers a curated set of mini-coffees featuring rare beans and unique flavors, letting you explore the coffee world through taste. Each flight introduces fresh discoveries, from floral to fruity notes, for a one-of-a-kind experience.

Claims (Functional ; Emotional)

Functional Claims

- 1. Curated mini-coffees showcase rare, unique flavors for varied tastes
- 2. Enables exploration of diverse coffee notes like floral, fruity, nutty
- 3. Mini sizes make it easy to sample different coffees without waste
- 4. Packaged for freshness, ensuring quality flavors in every sample
- 5. Comes with a tasting guide for enhanced tasting experience

Emotional Claims

- 1. Explore the world through every sip with unique flavors
- 2. Perfect for coffee enthusiasts who crave discovery
- 3. Capture the adventure of tasting rare, new coffees
- 4. Each flight is an exciting mini-journey in coffee flavor
- 5. Discover a taste of luxury with each curated mini-coffee

Example : Coffee **PRODUCT**

Ingredients / Materials

- 1. Specialty coffee beans (floral, fruity, chocolatey)
- 2. Fresh packaging to maintain aroma
- 3. Recyclable containers for sustainability
- 4. Tasting notes card for added enjoyment
- 5. Biodegradable, eco-friendly mini cups

Aesthetics / Design

- 1. Mini, shot-style cups for easy tasting
- 2. Tasting tray with small sample cups
- 3. Flight set for guided sampling experience
- 4. Recyclable tray with flavor labels
- 5. Stackable set of mini cups

Possible Formats

- 1. Mini coffee cups
- 2. Stacked tasting trays
- 3. Flight sample packs
- 4. Biodegradable pouches
- 5. Curated tasting sets

Attributes / Features

- 1. Curated flavors from rare, high-quality beans
- 2. Eco-friendly, mini size for single-use convenience
- 3. Variety of unique flavors in one pack
- 4. Recyclable, compostable packaging
- 5. Easy-to-follow tasting guide
- 6. Single-serve, portioned for freshness

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AI-Enabled Creative Visual
Inspiration

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CONCEPT DNA

Also see: Insight Discovery (DigSites)

Get Started Today

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