

BIG IDEA

P&G

Created a new business and retail model in a new market that enabled P&G to sell more diapers than through any other channel .



OPPORTUNITY THINKING principle

Big ideas emerge when we tap into
Both the best of individuals and the best of teams.



BIG IDEA



CHALLENGE

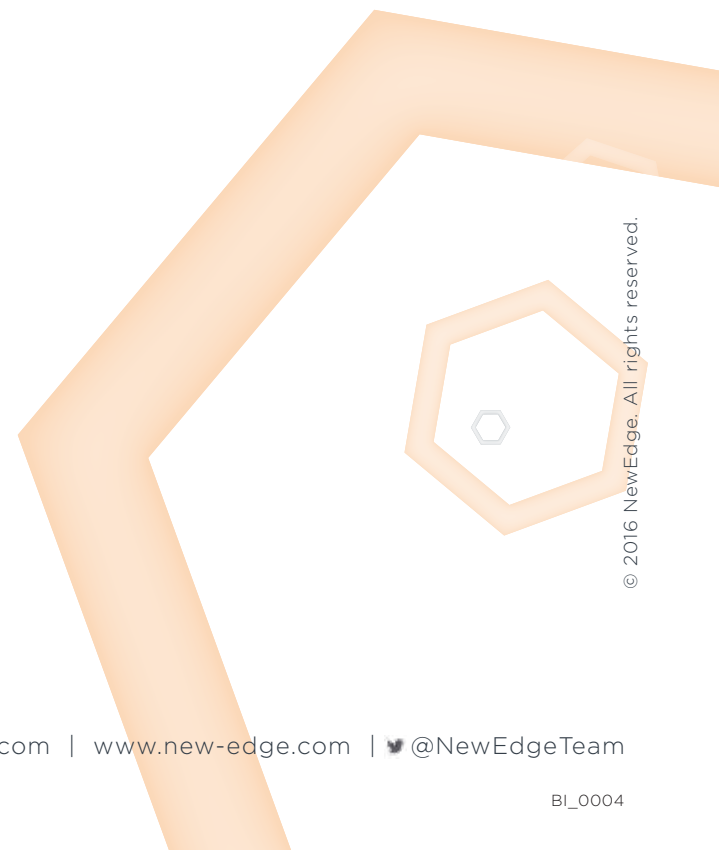
- P&G wanted to grow sales of baby care products in Africa. The challenge was that diapers and wipes were not the first order of need for those who were struggling to meet basic life needs, such as access to clean water.

SOLUTION

- Engage P&G in a working session to stretch thinking about how Pampers could play a role in addressing basic life needs.
- We approached the challenge by looking through multiple lenses using our Six Sources of Opportunity framework in which we conceived a new business model focused on forming a relationship with non-profit organizations.
- The new business model leveraged P&G's PuR brand to purify and sell clean water, while also selling personal hygiene and baby care products.

OUTCOMES

- P&G brought the business model to life, enabling the organization to sell more diapers in Africa than any other channel.



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