Creativity in product innovation

*Creativity in Product Innovation* describes a remarkable new technique for improving the creativity process in product design.

Certain “regularities” in product development are identifiable, objectively verifiable and consistent for almost any kind of product. These regularities are described by the authors as “Creativity Templates.” This book describes the theory and implementation of these Templates, showing how they can be used to channel the ideation process and thus enable people to be more productive and focused.

Representing the culmination of years of research on the topic of creativity in marketing, the Creativity Templates approach has been recognized as a breakthrough in such journals as *Science*, *Journal of Marketing Research*, *Management Science* and *Marketing Science*. It has been successfully implemented through workshops in international companies including Philips Consumer Electronics, Ford Motor Co., Ogilvy & Mather Worldwide, Kodak, Coca-Cola and many others.

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## Contents

*Preface*  
*Acknowledgements*

Introduction: characterization and illustration of Creativity Templates 1

### Part I  Theoretical framework

#### 1 Codes of Product Evolution – a Source for Ideation 13

- Market-based vs. product-based information 13
- Sources of information for new products 13
- Critical evaluation of market-based information at the *micro level*:
  - limitations of current product users 16
- Critical evaluation of market-based information at the *macro level*:
  - the diffusion of awareness about a new idea 17
- Implications of the S-shaped curve analysis 21
- A proposition, a derivative and a dilemma 22
- Information inherent in the product reflects market needs 23
- The value of market research reconsidered 26
- References 27

#### 2 Revisiting the View of Creativity 29

- Operational definition of creativity 29
- Igniting the “creative spark” 30
- Typology of research streams: the creative person, process and idea 31
- Balancing surprise and regularity 35
3 A Critical Review of Popular Creativity-enhancement Methods

Brainstorming 45
Lateral thinking 53
“Six Thinking Hats” 54
Mind mapping 54
Random stimulation 54
References 55

Part II The Creativity Templates

4 The Attribute Dependency Template

An antenna in the snow – a detailed illustration 59
A disadvantage turned into an advantage 62
Generalization of the Attribute Dependency Template – an innovative lipstick 62
The basic principle of Attribute Dependency 63
How to compete with “Domino's Pizza” – a hypothetical case 66
Making a better candle 71
Are accidents necessary for locating ideas for new products? 73
Attribute Dependency – between attributes vs. within attributes dependency 74
Cycles of dependencies 75
Summary 75
References 75
5 The Forecasting Matrix

Searching for Attribute Dependency
Classification of variables
The forecasting matrix
Forecasting matrix – analyzing baby ointment
Managing the ideation process issues
Improving scanning efficiency through heuristics
Summary
Operational prescription
References

6 The Replacement Template

What is the Replacement Template?
Implementation of the Replacement Template
Case study 1 – a chair
Case study 2 – a scanner
Case study 3 – butter patties
When is exclusion appropriate?
Case study 4 – Nike-Air® ads
Case study 5 – Bally shoe ads
Replacement vs. Attribute Dependency
Operational prescription
References

7 The Displacement Template

What is the Displacement Template?
Displacement is not unbundling
Implementation of the Displacement Template
Observations on the Displacement Template
Operational prescription
References
Contents

8 The Component Control Template 134
   What is the Component Control Template? 134
   The thought process inherent in applying the Component Control Template 137
   Component Control without the need for a change in the product 140
   Observations on the Component Control Template 142
   Operational prescription 143
   References 143

Part III A closer look at Templates

9 Templates in Advertising 147
   Introduction 147
   The fundamental templates of quality advertisements 148
   Approaching creative advertising 152
   Demonstrating Templates in advertising 153
   Template distribution 163
   Implications of Creativity Templates on creative execution in advertising 164
   References 166

10 Further Background to the Template Theory 168
   Space 168
   Characteristics 168
   Links 169
   Configuration 170
   Operators 171
   Creativity Templates as macro operators 173
   References 176
Part IV Validation of the Templates theory

11 Demarcating the Creativity Templates

Mapping research: toward a product-based framework for Templates definition 179

Can Templates explain and predict the emergence of blockbuster products? 180

Can training in Templates improve creativity and quality of product ideas? 184

How effective are the Templates? 185

How effective is the Attribute Dependency Template? 188

Conclusions 194

References 195

12 The Primacy of Templates in Success and Failure of Products 197

Introduction 197

Predicting new product success 197

Early determinants 200

Project-level determinants of new product success 202

Hypotheses regarding the predictive power of Templates and other early determinants 204

Study 1: predicting success of patented products 205

Study 2: the unified model 206

Why early determinants can predict success 211

Conclusions of the empirical studies 213

Appendix 214

References 216

Index 219
Preface

Creativity in Product Innovation presents the culmination of years of research on the topic of creativity in marketing. Creativity has been a hot topic for many years in self-improvement books and articles. Creativity in Product Innovation brings a new dimension to the academic philosophies now beginning to emerge on the subject. This new paradigm has been recognized as a breakthrough in major scientific journals (e.g., Science, Journal of Marketing Research, Marketing Science, Management Science and Technological Forecasting and Social Change).

Breaking away from traditional postures, we posit that marketers may hear the voice of the customer by listening to the voice of the product. We further propose that the product itself contains necessary and sufficient information to serve as a basis for innovation, especially in cases of mutable and inconsistent markets. Certain regularities in product development are identifiable, objectively verifiable, learnable and consistent across product classes. These regularities, which we term Creativity Templates, can be used to channel the ideation process and thus enable people to be more productive and focused.

Research indicates that approximately 70 percent of successful new products match one of the Creativity Templates to be described in this book. Likewise, the failure rate of products developed according to the Templates is phenomenally low: only 8 percent as compared to a general failure rate of some 60 percent for all new products. Although the deliberations focus on the field of business, especially new product and service development, and to advertising and technology, the paradigm may bear much wider implications.

The system presented in this book allows anyone to manage a “reservoir” of defined practical mental constructs that may help tackle different problems encountered in daily life. Experiments showed that individuals trained in the Creativity Template approach were able to generate superior new product ideas to those generated by untrained individuals or people using rival methods – as judged by experts in their fields who were blind to the existence
of Templates. In addition, most of those Template-fostered ideas were not replicated in any other ideation schematic.

This book will appeal to scholars and researchers, students of business and marketing managers, brand and product managers, consultants, business executives, as well as lay people interested in creativity and innovation. The Creativity Templates approach has already been implemented through workshops by SIT Int. in international companies such as Philips Consumer Electronics, Ford Motor Co., Ogilvy and Mather Worldwide, McCann/Erickson Worldwide, Motorola, Curver/Rubbermaid, Kodak, Scitex, Intel Corp., Coca-Cola, Mastercard and Rapp and Collins.
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