How Impactful Is Your Innovation?

BACKGROUND PROBLEM

The client needed a repeatable way to determine whether innovation was truly incremental, sustainable, and commercially effective, or merely shifting sales through cannibalization and SKU proliferation.

APPROACH PROCESS

- Developed a six-step framework to measure innovation impact across portfolio, channel, and time.
- Separated true innovation from core business changes and assessed incrementality.
- Benchmarked outcomes and modeled launch drivers including SKU productivity, distribution, velocity, price premium, and sustain rate.

KEY FINDINGS / OUTCOME

- Created a data-driven system for diagnosing and improving innovation performance.
- Separated incremental from non-incremental growth and identified structural launch drivers.
- Improved forecasting discipline, retailer alignment, SKU pruning, and focus on scalable innovation bets.

