

Chapter 1 : 10 Steps For Successfully Launching A New Product Or Service

New Product Success Stories was designed to help businesspeople to identify and study the factors that have been shown to play a central role in new product success. Consequently, the book is organized according to such vital issues as.

But they were wrong. Today the brand is carried at Whole Foods, Fairway, Tops, and other chains. His mother tended the store while he was at school in the mornings. For every kit Adafruit sells, Fried posts design files, schematics for circuit boards, and any software code needed. She welcomes people to use the information, and sees it as a way to foster innovation. Anytime she made a profit, she made a tuition payment. Today, the company ships to orders a day, some of them worth thousands of dollars. John Vlagos, a Greek immigrant, was hoping to show his son that working with your hands is difficult and that he should find a different profession. Today, there is a six-week wait list for a pair. They joined forces to enter the Rickshaw concept in a business-plan competition in . They placed second behind a scrapbooking company that was never heard from again, as far as they know. The partners opened their first store in . Soon after, they opened a second, which quickly proved too ambitious. Their trucks produced the steady cash flow that made a second go at brick-and-mortar expansion possible. The business has grown to 70 employees, and the partners hope to double revenue this year. "We were selling them naked in a jar at Quality Food Centers," remembers Baker and yes, that is her real last name. The woman figured out the cookies were only two Weight Watchers points, and word quickly spread. In a period of eight months, the company lost about 60 percent of its distribution. How did the bakery recover? Courtesy Company Scott Harrison of Charity: He thought he had everything he wanted: So at 30, Harrison founded Charity: At the time, Toews was working as a computer programmer and Coupal was an eye doctor. The partners nurtured the website over the course of the next decade, persuading drivers to log in and share gas prices--not an ideal situation, of course. Then, in , they realized the potential of mobile apps. So the company launched Android and iPhone apps later that year, which were instantly popular. Today, six million people have downloaded the apps. And though the website still draws more traffic, the number of users who come to GasBuddy through a mobile device should soon surpass those who experience the brand online. It was , Bloostein was 23, and he was completely miserable. She even brought along a camcorder to make videos to show his grandparents. Back in , when the first location was opened in Framingham, Massachusetts, Meiseles saw it as a prototype.

Chapter 2 : 10 Inspiring Success Stories | racedaydvl.com

New Product Success Stories was designed to help businesspeople to identify and study the factors that have been shown to play a central role in new product success. Consequently, the book is organized according to such vital issues as.

Sweta Dash There is no formula to success in business. What works for your brand today may not work tomorrow. Irrespective of how cautiously you choose to tread in this journey, scandals and setbacks might always have a chance at hitting you hard. Starbucks Starbucks had established itself as the best global coffeehouse brand. They were expanding not only their product offerings and locations but were also venturing into a new music business. Yes, Starbucks created its own recording company which successfully won eight Grammys in two years. However, by , partially due to the financial crisis as well, Starbucks was in a complete freefall stage with its stock prices shriveling drastically. They had to close down stores and even lay off 18, people. In , Starbucks decided to get things back on track and do what they do best – make coffee! In fact, the regained focus was very evident when they decided to retrain their baristas. They changed their branding strategies , but not their focus. As a result, Starbucks not only saved their business but also reinvigorated their brand. Old Spice Old Spice introduced body wash for men in However, by then, with the increase in the number of modern, sleek brands like Axe, Old Spice seemed old and outdated. Together they turned the perceived weakness into strength. Nintendo then regained its status in the market with the launch of Wii in , which sold over million units worldwide. This was followed by launch of an updated version called Wii U , which was, unfortunately, their slowest selling product ever. In addition to this, the Nintendo NES is also expected to make a comeback soon. Maggi The last addition to this list is definitely the most nostalgic one. Following a Food Safety and Standards Authority of India FSSAI order that accused Maggi of having lead and monosodium glutamate above permissible limits, all variants of Maggi instant noodles were banned for about six months. Maggi never stopped communicating with its audience. They used the power of storytelling to capture the attention of its loyal consumers. They made tribute videos thanking consumers for supporting them. This is how Maggi reconnected with their audience without even using celebrity brand ambassadors. What is your favourite comeback story? Let us know in the comments section below.

Chapter 3 : 10 Amazing Brand Story Examples | Linkdex

New Product Success Stories was designed to help businesspeople to identify and study the factors that have been shown to play a central role in new product success.

Before the big launch date, you would hit the road and meet with reporters from all the important press outlets. Then on launch day, you could sit back and watch the articles roll in. In those days, reporters might even spend a few days fact-checking and talking to customers before filing their stories. Today, the pace of news is limited only by the speed of light. The new media landscape incorporates far fewer major outlets; rather, it is made up of a smaller number of slimmed-down publications and an inordinate number of specialist bloggers. So here are some steps for a successful launch in these fickle times: Get a head start and begin preparing long before you plan to launch. A rolling launch is a great way to keep the conversation going. Start your outreach activities weeks before the official launch date and then keep the news going up to, and beyond the official launch date. The steps below describe how to do this. Make the product or service available to important influencers as a first step. Influencers can be friendly customers, prospects, or even bloggers who have a sizable online presence. Encourage these people to use your product or service and then write review articles or posts. These folks are also great resources to talk to analysts about your offering pre-launch. Brief industry analysts during this early phase as well. Scheduling calls with these folks takes time so do this early. Invest the time to write compelling briefing requests. These guys are busy, so you will want to make sure your meeting request clearly states why it is worth their time to hear about your offering. Apple is a master of this technique. Unless you have a massive launch event planned, the official launch date should only signify the day your product is actually available. Keep the release rolling. Continue to produce fresh news like announcements concerning novel uses of the product, customer stories, details about how the offering provides return on investment ROI to customers, etc. Do something unusual during the release cycle. Some examples include creating a funny video, doing a stunt centered around an industry event, publishing a survey that supports the value of your product, or creating an interesting infographic that describes the need for your product. The irony created an enormous buzz around the launch and even led to a huge spike in free product downloads. You can check it out [here](#). Channel and marketing partners who have a financial stake in the success of the launch are natural allies. The more people that are talking about the release, the better chances it will get pickup. Make it easy for people to learn more about your product with free trials, downloads, product videos, and demos. Ignore the elements of the launch that do not drive business. Rather, use these social channels for more meaningful engagement. See who is talking about your offering online and then make contact with them. See how these folks can help you further promote your offering within their social circles. A video with their CMO describing the strategy can be viewed [here](#). I would love to hear other innovative ideas for creating attention around product launches. Comment below or tweet me at [dlavenda](#). He also does academic research on information overload in organizations and he is an international scholar for the Society for the History of Technology. He tweets from [dlavenda](#). Flickr user [Brian Auer](#)] advertisement advertisement About the author A technology strategist for an enterprise software company in the collaboration and social business space. I am particularly interested in studying how people, organizations, and technology interact, with a focus on why particular technologies are successfully adopted while others fail in their mission. I am an international scholar for the Society for the History of Technology.

Chapter 4 : 6 Brands That Nailed Their Product Launches (And What You Can Learn From Them)

Along with your product details, we value your stories about team members identifying an unmet market opportunity and how they addressed it; or about how a cross-functional team overcame issues related to formulation or new-to-the world packaging.

Many people live their lives without really contemplating the latter. In taking a closer look at these brands, we discovered seven common traits. Brands that have nailed their brand stories: The result is a compelling brand story. And they have good stories to tell as a result. Foster Communities Of Rabid Fans Brands that have a clear identity and purpose are able to form more meaningful connections that result in truly devoted fans. In other words, the brand is integral to a coveted lifestyle. Their biggest fans, often, are Employee 1. In these cases, the founder does not simply hand the reins over and watch checks roll in after certain objectives have been realized, but rather retains an active role in the company he or she started and holds the title of Chief Evangelist. Know Who They Are And What They Stand For While many websites have more elaborate versions, each of these stories can be distilled into a sound byte that represents all the company exemplifies. And, again, these lofty goals make for good stories. So which brands have an exceptional brand story? Here are 10 examples. Toms Shoes Brand Story: In addition, Toms launched its Bag Collection in With each bag purchased, the brand says it will help provide a safe birth for a mother and baby in need. In an era of unprecedented competition and an abundance of comparison data, Stephen Golub, vice president of digital marketing agency DXAgency, notes a new consideration point has become increasingly important: Do people like you? For example, Toms was able to enter an extremely competitive industry with products very similar in price, quality and style to that of its established competitors. They were able to do so by combining their product offering with a robust brand story that consumers could get behind and feel good about being a part of. It solves a problem, has a visible founder and does good. Warby Parker Brand Story: Good eyewear, good outcome. Warby Parker says it has distributed over one million pairs of glasses and has trained over 18, men and women to give basic eye exams and bring glasses to their communities with VisionSpring. Warby Parker solves a problem, has a rebellious spirit and does good. Like how a day on the mountain with friends is more meaningful than one spent alone, the sharing of our collective experiences makes our lives more fun. Enabling you to share your life through incredible photos and videos is what we do. The company announced its intent to go public in July And, as of September 30, the self-proclaimed lifestyle brand says it has over , riders in 48 U. SoulCycle has redefined the exercise experience and wholeheartedly embraced its community of superfans. Brands that tell a good story do three things really well: At the same time, Chipotle also says it seeks to cultivate a better world with respect for animals, farmers and the environment. After headlines about E. Chipotle transformed the idea of what was possible with fast food, doing good for both consumers and farmers, totally redefining the experience in the process. The result has been an enthusiastic fan base. Uber says it is evolving the way the world moves. Your Ride, On Demand. Uber is the rebellious taxi alternative that has redefined transportation. Airbnb says it is a trusted community marketplace for consumers to list, discover, and book unique accommodations for unique travel experiences. It offers accommodations in more than 34, cities and countries. Again, Airbnb has challenged the hotel industry and totally redefined an experience. As a result, as noted in its brand story, it boasts a community of loyal users. Under Armour Brand Story: Under Armour now says it seeks to make all athletes better through passion, design and the relentless pursuit of innovation. Under Armour has also really perfected its voice and how to communicate with its legion of devotees. Beats By Dre Measure of Success: The visible founder, Dr. Dre himself, tackled the problem of subpar headphones and, as a result, redefined the way consumers listen to music and found an incredible market, including no shortage of celebrity clientele. Virgin America Brand Story: Make flying good again. In , the brand launched an integration with Google Street View that allows consumers to tour plane cabins, as well as a partnership with Netflix , which enables passengers to stream content in flight. It not only knows its voice and clearly communicates its message throughout, it practices what it preaches. Written by Lisa Lacy Lisa is a senior features writer for Inked. She also previously covered digital marketing for Incisive

Media.

Chapter 5 : Five Great Product Positioning Success Stories - CBS News

New Product Success Stories was designed to help businesspeople to identify and study the factors that have been shown to play a central role in new product success. Consequently, the book is organized according to such vital issues as.

These steps are not sequential and can be combined and done in parallel. Strategy Why to innovate? Inventors will always start with at this point. This calls for understanding the problem in depth and start figuring out the solutions. Answering this question will lead to a strategy for new product development - which gets refined over time. The term strategy involves a broad answers to: What type of product to develop? When the product will be ready? What we know and do not know today? How much will the development cost? Where is the funding for the development? In the early stage of development not all answers will be complete and well defined, but inventors start with trying to address these questions and that leads to the development of the overall invention strategy. Portfolio After developing the strategy, the next step in the process is to identify the innovation portfolio. Typically any innovation will not succeed in isolation, it will need a set of other innovations like a portfolio of innovations that are needed for make it a business success. For example, Amar Bose would not be successful with just one design of speakers. Though the first design of speakers was an invention by itself, the real success was because Bose designed a series of speaker designs that met the original intentions - but in slightly different ways. Similarly Tim Leatherman had to develop a series of hand tools to succeed. Having a single innovation product will meet only one specific need, but will fail to meet a much broader need. So to make the innovation a success one needs to develop a broader portfolio of innovations. A portfolio of innovations are necessary in most cases of innovation except in case of incremental innovation or design changes. In addition to developing a range of products, one may also need additional innovations in other areas associated with the product. Such as packaging or distribution or supply chain, sales, etc.. Apple had to develop a series of innovations to make iPhone relevant and successful. Research Research is the most essential task during the innovation process. There will be a gap between what we know today and we will know once these new products and services have been discovered, developed, and applied. We compare our current knowledge with the knowledge we will need, and this shows us where the gaps are; filling them with brilliant new knowledge that leads to insights is the purpose of research. Finance, Costs, operations, marketing etc. Insight Insight is the moment when all the things come together. With all the research, the hard work, experience has converged into insight - the complete and total solution. The insight is not a process but a landmark event when everything comes together. The insight moment can occur at any moment - while taking a shower or while driving etc. Its only though the rigor of research, diligent and persistent efforts - one gets the insight. It is an outcome of a dedicated process of research. A good example of this insight moment was idea of Tata Nano. Prahalad as a consultant and had created an elite team to do the basic research for such opportunities, and then the insight moment happened and the idea of Nano was born. Product development At this stage, there is a clear idea on the solution and then the product will have to developed. Now this is a stage where prototypes of completed innovations. This involves design and engineering of prototypes this could be a product, a service or a business design This stage will require an integrated, multi-disiplinary process that involves multiple teams of researchers, who understand the ideas the best, project managers and people who have deep knowledge of the relevant business domains finance, manufacturing, marketing, sales etc.. Project management is a very important skill in this stage. Product development and the next stage Market development involves coordinating various members and teams. Project management becomes a critical skill to do this coordination effectively. Market Development As the product development gets underway, the market development has also be done. This stage is more customer focused activity. In this stage, one needs to work out the marketing plan: This stage is vital for the commercial success. For example, when Tata launched Nano car, Tata motors had to build a entire supply chain for parts, build a dealership network, create marketing campaigns, build public enthusiasm etc.. And all this was happening while the engineering team was still working on the car designs. Selling Selling is the final icing on

the cake. By now the product is fully developed, marketing has started, customers are interested, and then comes the sales and after sales activity. The innovative product has to be sold to the customer to get the financial returns for all the hard work. Closing Thoughts Successful new product development is the commercialization of an Innovation. Success of the product depends on the process as much as the inventive idea. For every one successful new product, there are tens of failed products and thousands of ideas. Innovation and new product development requires a rigor and process.

Lessons from the New Product Success Stories. "Offering a unique opportunity to learn the secrets behind 24 sensational new product success stories, New Product Success Stories is an invaluable tool of survival in today's rapidly changing business world. New Product Success Stories was.

Planning to expand your reach and grow your readership? As a blogger, you regularly produce valuable content that your audience loves. But what if you could provide your readers with something beyond your blog posts and eBooks? Below are some great examples of brands that nailed their product launches so you can get a better idea how to successfully promote your new product: Pingit by Barclays In , Barclays launched the mobile app Pingit , a mobile payment service that lets users transfer money easily through their mobile phones. Available only for U. Soon after the app was launched, Barclays made the most of its social media buzz to collect real-time user feedback. They realized that, although a majority of the reactions were positive, there were still a few negative mentions. Upon further analysis, the main issue was that the app was only available for people aged 18 and above. Not only did teens feel left out, many parents were also unhappy as they were unable to use the service to send money to their kids. Barclays quickly acted on this and made the service available for users aged 16 and above. So the bank managed to turn a possible PR disaster into something positive with the help of social media feedback and response. Social media monitoring also helped Barclays find out what they were doing right. For instance, users were delighted about the balance checking feature, which was only added as a side feature. Due to the high amount of positive responses, the bank even developed a new app just for this. What to Learn from Barclays: Maybe your signup process is a bit complicated for them or maybe you could get their opinion about what topic you should cover next. Chrome by Google Thailand Launch Google wanted to introduce its Chrome browser to a more diverse market by bringing it to Thailand. But launching a product in a diverse market comes with its own challenges as you need to adapt your strategy according to cultural preferences. Realizing that people in Thailand appreciate traditional storytelling, Google decided to implement that into their product launch campaign. They chose to tell the story of Ramakien , a national epic that stems from the Hindu story of Ramayana and focuses on the triumph of good over evil. The idea was to use visual storytelling to demonstrate the features of Chrome while bringing the ancient story to life. They even added in-story games so that the audience remained intrigued throughout the interactive experience. The campaign was met with approval by many Thai people, including the Prime Minister. Google even experienced a 3. What to Learn from Google: Visual storytelling enables you to entertain and inform your audience at the same time. But you can further leverage this by telling the story with a theme and tone that fits the preferences of your readers. Find out what interests your audience to get inspiration on how to develop the infographic content. They launched two new products in Brazil – Trident Unlimited and belVita – and wanted to effectively market these products. They discovered that there was a considerable drop in viewer retention after the first five seconds. So they started testing another version of the ad, mentioning their brand name within these five seconds. The revised ad also displayed the product on screen and even appealed to viewers not to skip the ad. There are chances your campaign might not be as effective as you had predicted, despite your extensive study of the market and target audience. So thorough performance monitoring will help you understand what you could be doing wrong or what you could do better. But they decided to further improve their performance by narrowing down their target audience into a specific age group with which they seemed to be performing the best. Make the most of monitoring insights and data to adjust and improve your product launch campaign. Unsplash Unsplash is a blog that provides people with free photos that do not require any form of attribution. You might even find images that you can use for your next blog post. The 30, photos submitted on the platform have been downloaded more than 50 million times. As a way to thank and further promote these generous photographers, the Unsplash team decided to make a book. The book features some of the most inspiring photos from Unsplash as well as essays from renowned creators such as Lawrence Lessig, Founder of Creative Commons , and Stephanie Georgopoulos, Editor of Human Parts. They leveraged the campaign with an inspirational video telling the story of Unsplash and how

the inspiration for the book came about. The video featured some of the photos on the blog and the people behind the project. What to Learn from Unsplash: There are several reasons why this campaign worked so well. First of all, they added value to the product by curating and including the works of key influencers in the creative industry. Partner with key industry influencers to co-create valuable content or products that your audience will love. The more emotionally invested they become, the more likely they will be to buy your product or continue reading your blog. Front App Front App is a team management app that lets you communicate with team members and manage tasks seamlessly. After seven months of beta testing, the app was officially launched in and was featured on three reputable websites relevant to the app industry – Hacker News , Product Hunt , and TechCrunch. These features managed to generate a high amount of page visits, leads, shares, and signups. The folks at Front App monitored the performance of these three channels during the 24 hours following the post and discovered that each of them had unique benefits for promoting the app. Hacker News was able to drive the most traffic at 6, unique visitors. TechCrunch, on the other hand, drove the most engagement and conversions with signups, qualified leads, and shares. Product Hunt too generated significant traffic and conversions. What to Learn from Front App: This case study shows that features and guest posts can significantly boost your product launch campaign. They can help you raise awareness about the product while driving traffic to your site and generating leads. The idea is to ensure that the links are coming from reputable and relevant websites. You could talk to publishers about the product to see if you can get a feature highlighting some of the main features of the product. Otherwise, you could also submit a guest post detailing what the product is all about. Your goal should be to inform the audience about what the product can do for them. Getting featured on successful blogs and renowned publications could also help you build your credibility and brand image , as a feature usually means the website is vouching for you. Wonders of the Universe App by HarperCollins HarperCollins wanted to establish an online presence and venture into the digital world with a goal to tap into the U. The Wonders of the Universe and Wonders of Life apps came with rich multimedia elements and interactive animations along with informative videos. HarperCollins then embarked on a product launch promotion campaign that involved exclusive outreach to high-ranking media outlets, sneak peeks for top technology blogs, and free app downloads for top-tier teacher and parenting blogs. The app was featured on reputable websites like Popular Science and Educade , raising awareness among the target audience. What to Learn from HarperCollins: The most significant takeaway from this campaign is how they adapted their messaging to suit different audience personas. Adapting your writing style and tone according to specific audience personas boosts your chances of winning readers over. Conclusion The examples highlighted here have demonstrated several strategies for a successful product launch. They can help you come up with an effective plan to promote a new e-Product or service. Use these tips to leverage your status as an influential blogger and to ensure that your product launch is successful. Are you looking for ways to fully monetize your following and influence? Need some help negotiating with brands that want to work with you? If so, then get in touch with me so you can start capitalizing on your influencer status to the max. Shane Barker is a digital marketing consultant that specializes in sales funnels, targeted traffic and website conversions. He has consulted with Fortune companies, Influencers with digital products, and a number of A-List celebrities. Catch him on Twitter or LinkedIn. About Guest Blogger This post was written by a guest contributor. Please see their details in the post above. Search I need help to

Chapter 7 : New Product Success Stories : Robert J. Thomas :

Bantam Bagels' newest products are catching on quickly as the latest successful hybrid pastries in the industry. Pie-flavored mini bagels were a huge hit as a holiday snack for many in New York City.

Chapter 8 : Arun Kottolli: Innovation and Successful New Product Development

A new product needs to be noticed on a shelf. "One of the best moves I made was to produce the package so it could fit on clip strips [plastic strips with six to 12 clips to hold individual.