

BRANDSCAPES WORLDWIDE

THE INNOSCAPES WAY...

A SNEAK PEEK



SIX WINNING BEVERAGE IDEAS FOR PHILIPPINES

PROOF OF CONCEPT, May 2020

IDENTIFIED NEW NEEDS TRIGGERED BY COVID-19 (7 DAYS)



SAFETY CONCERNS

Make mind and body strong to protect health

CATEGORY FITMENT

Recognition that beverages like tea, dairy & juices have mental and physical health benefits

IMMUNITY BUILDING

Fit to fight the virus and other attacks on the body



WORK FROM HOME

Need for convenient mood lifters that are healthy too

ANXIETY RELEASE

Desire to enjoy fun tasty drinks that balances the depressive news around us



ACTIVE SEARCH

Antioxidant, antimicrobial and anti-inflammatory ingredients

BACK TO NATURE

Herbal infusions in water or tea. Cold pressed. Less artificial ingredients

XENOPHOBIA

Resurgent trust in local ingredients over global ones

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2

IDEATE

**GENERATED 27 BEVERAGE IDEAS FOR SCREENING
(8 DAYS)**



SCREENED 27 BEVERAGE IDEAS USING RAPID MOBILE SURVEY (7 DAYS)



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**WITHIN 21 DAYS FROM START, WE SHORTLISTED
6 WINNING IDEAS WITH** 

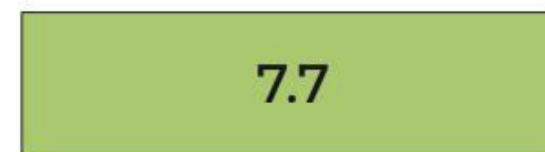


INFUSED WATER

BET ON %



UNIQUENESS



Higher than average

In line with average

Lower than average