



Pyrex

Research: Discovery

What innovation opportunities will revitalize interest in your brand—while staying within consumers' parameters for acceptable brand elasticity?

Essential carried out in-home research to understand how people are preparing, cooking, baking, and serving food. The insights revealed a broad range of user-driven product opportunity spaces for beneficial new features, inspiring new products and fresh ways to more clearly communicate to consumers and retailers.

Our analysis resulted in a five-year Pyrex development trajectory, envisioning a portfolio of short-term and longer-term opportunities, prioritized by development risk. Several of these projects were immediately initiated and are now represented in the Pyrex product portfolio.

