



URBAN WALLACE ASSOCIATES

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New Products: UWA Expertise and Examples

Urban Wallace has successfully conducted new product projects for a variety of consumer, industrial and technology companies. Most often we are involved from the beginning to the end of the development cycle. Sometimes we are called upon to rescue products that are not meeting objectives.

New Product Process

In the early stages of a project, our work typically includes market assessment, concept development and the construction of cost and volume projections. We then direct product testing, the determination of essential functionality and the development of advertising communications. We also design and oversee test markets, prepare introductory marketing plans and assist with sales presentations.

A fundamental part of all our new product work is the development of concepts that embody product benefits and generate trial interest. We build these concepts from a thorough understanding of what a product offers, how it works for people and from where the volume will come. In all assignments, we draw on our line management experience to produce action plans and to help clients implement them.

EXAMPLES

Consumer Products

Managers of a large European consumer products company wanted to develop a new, premium-priced brand for the US market. Through creative concept development and marketing research, we identified an unmet consumer need in a well established category and estimated its business potential. Urban Wallace managed the entire new product process, including research, advertising, package design and test marketing.

“We are comfortable introducing new products in European markets, but for the US we needed someone whose judgement and expertise we could trust. Urban Wallace gave us great service and brought us big success. They really spoiled us.”

 **Software**

A large software developer wanted to know how to commercialize technology that it had developed for its long-standing industrial customers. Our task was to recommend a software product that could be offered to a new broader customer base. In this assignment we determined the required functionality, desired benefits and barriers to purchase. Through our research we identified compelling product features that held significant importance and appeal to a specific market segment. This new product has become a major source of revenue and new profit.

“Urban Wallace brought clear understanding of customer needs and how to apply our technology for great customer value.”