Innovation Case Study

Rapid Ideation Events

Client – Leading Indian Retailer

Increase Footfalls in Malls

Business Case

One **of India's leading retailers** (part of the India's largest diversified business house) has set up **22 malls across the country** with their in-house and 3rd party brands. They are looking to expand footprint across India since there is significant untapped opportunity to provide customers a seamless and delightful shopping experience

Project Objective

Drive vibrancy in the malls in turn generating higher footfalls leading to increased store sales

Methodology

Determine opportunities

BMGI conducted ethnography studies at select malls across the country to understand customer behaviour and **gain insights of their expectations.** These insights were prioritized through a survey. **These prioritized insights became the seeds for ideation**.

IDEATE

Ideation was done on the prioritized insights using **several innovation tools** (eg SCAMPER, Brainwriting, Random Stimulus) to generate several "breakthrough ideas".

Ideation sessions were done with relevant stakeholders and included representatives from the Malls, representatives from the brand/ category teams and customers

Outcomes

Over 1000 ideas generated

- Ideas prioritized and several ideas shortlisted for implementation
- Developed **solution details for implementation** – for each prioritized idea.
- Concept notes created for pilot implementation with measures of success defined

BMGI
Unlocking Potential Delivering Results