



SITUATION

A global technology company sought to identify opportunity areas for its international innovation pipeline in North America and Europe without conducting new research.



ADM Insights & Strategy METHODOLOGY

Review of Existing Client Research,
External Literature Review of 60+
Sources



RESULT

Existing internal research and external data were analyzed to identify key trends, consumer desires, and marketplace gaps. 6 opportunity spaces were identified and integrated into the client's 3-year innovation pipeline.

Technology

