

Consumer Centric Innovation

Creating a competitive advantage
in an extremely competitive
marketplace



About the client

TP Vision is an international player in the field of consumer electronics. The company focuses on the development, production, and marketing of Philips branded television sets and Philips branded audio products worldwide. TP Vision combines the strong Philips brand with product development and design expertise, operational excellence, and its industry footprint.

With close to 2,000 employees around the globe, the company has a 10% market share in the global television market; in the higher segment of OLED televisions, the market share is as high as 15%.



The Challenge

The consumer electronics market is extremely competitive. Innovation in the industry predominantly focuses on developing new technology and features to be first to market and steal the limelight from competitors. Although these new features and technologies are extensively tested on consumer panels, the industry has a strong product innovation focus.

Being part of a traditional value chain of selling products through wholesale and retail channels (a typical B-2-B-C approach) and very little consumer engagement, in-depth insight in consumer preferences and behaviors is missing. Thus, a crucial input for a consumer driven innovation mindset is lacking. TP Vision is looking to grow its market share. How to approach this challenge in a crowded marketplace?





The Solution

The consensus in TP Vision's management is that to build differentiating propositions which can grow market share requires a consumer driven approach. We started out with building a consumer driven proposition framework outlining how the organization can innovate with the consumer front and center. Next, in collaboration with people from TP Vision, a consumer insights playbook was created which covers key insights in consumer behavior and attitudes towards Philips Ambilight. In a series of high impact working session, the Ambilight team worked with a small team from RevelX to identify and capture new market opportunities based on these insights using the 10 Types of Innovations.

Results

Apart from introducing the consumer driven framework and its associated innovation capabilities within TP Vision, we developed over 200 innovative ideas for Ambilight. These resulted in over 30 propositions of which 6 are prioritized for consumer testing. These propositions will hit the market in 2023. The approach is now fully engrained in TP Vision and is also applied to TP Vision's sports headphones division with equal success.

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