P&G Signal Accelerator Innovation Brief
Call for Startup Submissions

Procter & Gamble is looking for new approaches and technologies that can help them to address key business challenges/opportunities. The following innovation brief(s) will provide a high-level overview of specific business goals and needs, as well as a high-level overview of what they are looking for in a solution.

If you would like to submit a solution, please go to the P&G Innovation Brief Response Form https://goo.gl/forms/lHIrsgY2LjZcETen1 and complete the form with the requested information.

Submission Detail:

Brief Submission Period: August 11th – September 1st 2017

Brand or Department: Baby Care

Opportunity for Innovation Partner(s): Pilot Funding & Access to Brands

Process Overview:

- Complete the P&G Innovation Brief Response Form - https://goo.gl/forms/lHIrsgY2LjZcETen1
- All responses will be reviewed and you will be notified as to whether the response has been accepted for further consideration.
- If accepted, you will be contacted by a Pilot44 Research Analyst to schedule a meeting to present additional detail on your company and solution as well as, where applicable, to provide a demonstration of your product.
- If contacted for next steps, additional detail on the client needs will be provided during at that time, as well as additional information on the review, selection and reward process.
- You can send any specific questions to submissions@pilot44.com

Innovation Brief Overview

Brief Name: The Right Incentives to the Right People at the Right Time.

Business Challenge / Needs Definition:

For a segment of people premium diapers are just too expensive. They don't know if a higher quality justifies the higher price. They don't receive enough incentives to try and therefore default to low cost diapers. Pampers is seeking to evolve from generic, one size fits all incentives, to personalized / targeted solutions that help mom decide their diapers preference within the first 2 months of their baby being born. What technologies can help Pampers reach out to parents in an effective and efficient way to understand their preference? How can Pampers identify those parents trying low cost diapers? Can Pampers tailor and personalize its offers?

As part of this broader program, this brief is focused on several key areas or questions;

1) Is there a way to massively survey every family with a newborn? What would be required to identify the diapers parents are using within the first 2 months of baby being born?

2) Could right level of incentives and personalization be provided to each family in a massive way?

Relevant Technology Domains May Include, but are not Limited to, the Following:
- AI and Machine Learning
- CRM technologies
- Personalization and Targeted Incentives
- Conversational Technologies
- Marketing Personalization

Business Background:

The ideal for every brand is to know each consumer and can tailor incentives and offers to their needs. This level of personalization is expensive and seldomly possible for low cost high consumables as diapers. Today, consumer goods brands use prediction analytics and massive incentives to try to win the loyalty of a customer. Pampers wants to delight consumers given personalized incentives based on actual data not on prediction.

The Ask:

If you have ideas and supporting technologies that you believe can help Pampers to enable an efficient data base segmentation survey, we are anxious to hear about them. Where there is a fit, we are looking to drive active in-market pilots with the goal of scaling successful solutions. All ideas and submissions will be fully reviewed.