



# Speculative Innovation Cards

See innovation differently

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## New and shiny

No longer are brands with a strong history and heritage the most trusted. There is a profound shift towards brands that bring something 'new'.

How can we use AdviceTech to feed our customers constant desire for the new?



## Real-time pricing

Pricing is more dynamic and changing in real-time based on demand, season and events. Consumers expect companies to have transparent and justifiable pricing.

How can you develop a price model that's responsive and fluctuates to demand?  
How might your price be sympathetic to social causes or demonstrate company values?



## The experimentation experience

Consumer loyalty is at an all time low as people try (with less commitment and financial outlay) a never-ending stream of new products and services in search of the best!

How can we develop a sense of 'safe experimentation', and help future customers trial our offer with confidence and less commitment?



## Just do it!

People are more educated, more savvy, more cynical, less trusting and more time poor than ever. Which means transparency and actions win over just words.

How can we improve confidence and trust through actions that are more transparent, faster, cheaper and provide even more?



## Better together

People don't just want to buy from a company they want to be part of its community and feel like they are 'working with it'.

How can you create a community of customers where they can freely talk, share information, educate and work together (and with you)?



## Make me smarter

Today's most successful brands and businesses educate and equip their customers with knowledge to be more independent and make better decisions.

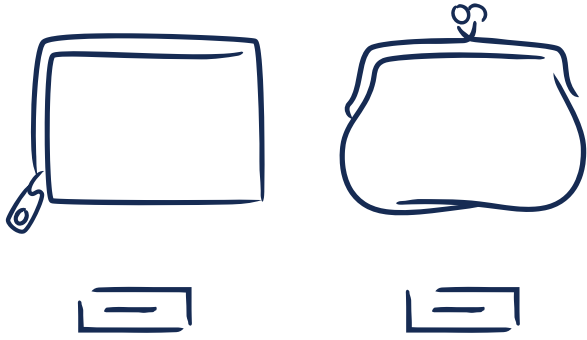
How can we offer our customers resources, tools and know-how that makes them more confident and empowered?



## Help me feel good

Brands that embody ethical, environmental and social values entice a more informed consumer – their products and experiences can be enjoyed without feeling guilty.

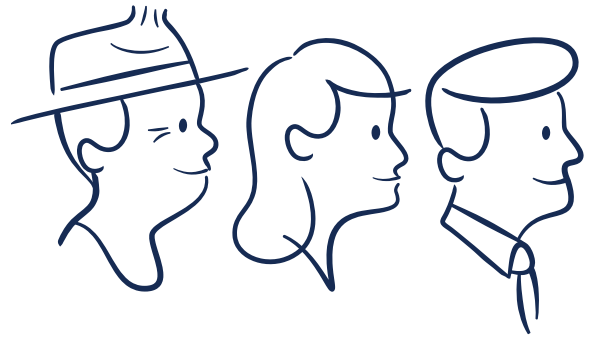
How can we make it easier for our customers to 'do good'? How do we align our company values to be more guilt-free?



## Focus filter

The number of options and choices people have on a daily basis has never been greater. People are overwhelmed, so some brands now only offer reduced ranges.

How can we make it faster and easier for our customers to make the best choice that satisfies their needs? How do we limit information overload?



## Fair and equal

The divide between the haves and have-nots is getting bigger. Many Australian's are calling for a return to our traditional values of 'opportunity for all'.

How can we attract new customers by offering advice to not just those that can afford it, but those who need our help?