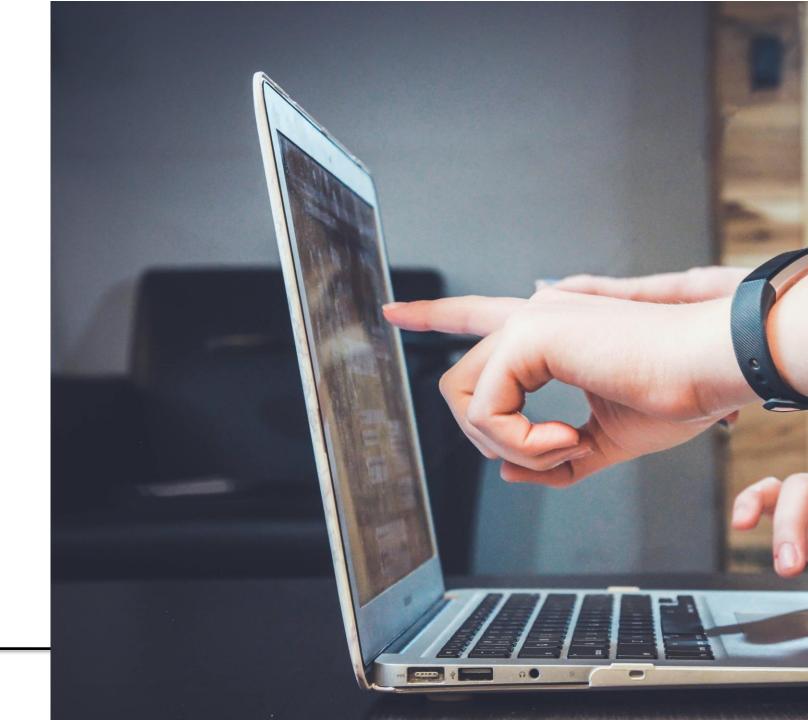
AGILE Concept TESTING

06.10.2020





Keynote Speeches 9:00-10:00 and Workshops 10:00-11:45

"Failed product launches are expensive. Concept testing is not." Coaches: Heli Holttinen & Dani Kamras, Cambri

For all

Heli Holttinen and Dani Kamras: How to improve pack designs based on agile concept testing – Case Noodelist, Premium Noodles (UK & Swe)

Duration: 1 hour

For companies enrolled for workshops

Workshops in groups: Analysing results of tested product concepts and pack designs. What are the key learnings and improvement actions? Guided workshops with individual feedback.

Duration: 1 hour 15 minutes

Presenting group work results

Duration: 30 minutes

BUSINESS FINLAND



Boosting Export with Packaging



SPEAKER:

Dr. Heli Holttinen, CEO & Founder

Cambri Ltd.

Helsinki, Finland

EXPERTISE:

Concept & pack design testing

Heli.holttinen@cambri.io

Mobile: +358 50 4618212

www.cambri.io

Heli has a 20-year work experience in product and service development and branding. She has worked in consulting, creative agencies and in food industry. Additionally, she has a PHD in customer-driven concept creation. Now she is the founder and CEO of Cambri.

Cambri is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication. We serve clients globally as Cambri reaches 200 million consumer panelists around the world.

Testing concepts is super easy. User crystallizes the idea and inserts test materials. Based on the input, Cambri automatically creates a questionnaire. The team chooses the target group & orders the test. Results are available even in hours!

Creating powerful concepts – including pack designs - has never been easier!

BUSINESS FINLAND



Boosting Export with Packaging



SPEAKER:

Dani Kamras, Partner and Head of Sales Cambri Stockholm, Sweden

EXPERTISE:

Innovation utilizing consumer insights dani.kamras@cambri.io

Mobile: +46 709 131 646

Www.cambri.io

PROFILE:

Dani has been working the past 10 years with consumer and data driven business development. He has worked with several intenational consumer brands in Europe, North America and Asia with innovation and market entry related questions utilizing consumer insights.

Today Dani is a partner and Head of Sales at the Finnish start up company Cambri. Cambri is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication.

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More Information

Mari Lappi-Kaipio
Project Manager, Boosting Export with Packaging
Food from Finland
Business Finland
Puh. +358 50 401 2288
mari@vientikoutsi.com
www.foodfromfinland.fi