



CASE STUDY

# Innovation strategy increases sales 33% in year one

[elevationb2b.com](http://elevationb2b.com)



**elevation**marketing

## BACKGROUND

# A broad, innovative portfolio of premium quality baking ingredients, finished products and services

Bakeries, supermarkets, restaurants and specialty retailers are known for their unique signature recipes for freshly baked breads, delectable cakes, creative cookies and other scrumptious desserts. Bakers and pastry chefs are up early preparing their finest baked goods. Getting a jump-start on the recipe with quality ingredients allows them to spend more time growing their business, perfecting recipes and decorating baked goods to create something really special for their customers.

That's where CSM Bakery Solutions comes in. As an international leader in the baking industry, it provides a broad, innovative portfolio of premium quality baking ingredients, finished products and services for the retail and food service markets, as well as artisanal and industrial bakeries. CSM Bakery Solutions' products help its customers work more efficiently and focus on what they love to do best – making delicious baked goods and desserts.

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## CHALLENGE

CSM Bakery Solutions needed to identify trends and unmet market needs, then fill its pipeline with innovative, relevant products

As an ingredient supplier, innovation is critical for future success. Changing tastes, new flavor trends, and ever-evolving health crazes and dietary concerns affect what bakers bake and what end users purchase. Staying on the leading edge of trends and societal changes keeps the brand relevant and ensures those customers keep coming.

CSM Bakery Solutions engaged Elevation Marketing as an insights and innovation partner to help uncover unmet needs in the marketplace, anticipate emerging trends and identify opportunities to fill its innovation pipeline with new and relevant products.

**Uncover unmet needs in the marketplace, anticipate emerging trends and identify opportunities**



## STRATEGY

Research global trends and the needs of chefs, bakers, and buyers, then develop new flavors, products, and services

Elevation used its proprietary LEAF\* innovation process to assess and address the CSM Bakery Solutions challenge. The LEAF process rests on a “look, listen, learn” philosophy that begins with a multi-stage discovery phase. In this case, it included:

- **An audit of global flavor trends** and cultural trends that could impact the industry over the next few years.
- **A deep dive into the competitive landscape** and an evaluation of analogous categories that could influence an ingredient supplier.
- **Discussions with pastry chefs, bakers and buyers** to understand how the bakery goods category was evolving and what it might be in the future.

Information gathered from the discovery phase was then synthesized, organized and used to inform and inspire a cross-functional team of strategists, designers, real-time sketch artists, trend experts, pastry chefs and subject matter experts during Elevation Marketing’s unique Envision workshop.

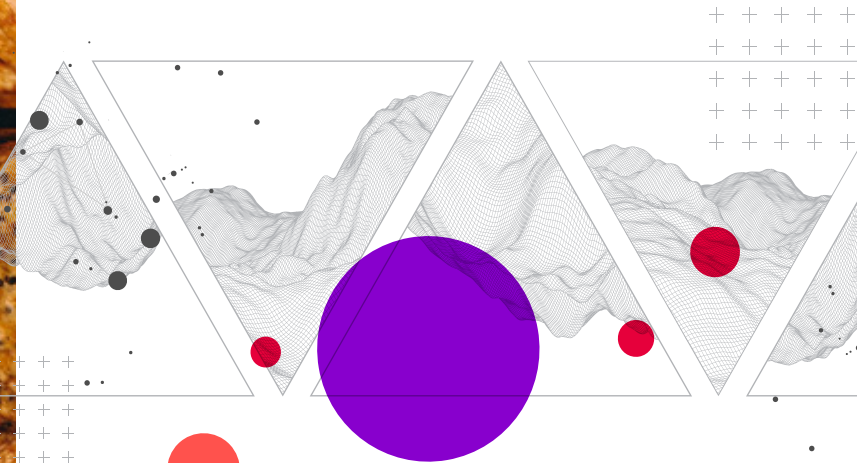


Using custom-designed Envision exercises and worksheets, the team explored three areas ripe for innovation:

**New flavors and inclusions**

**New product forms**

**New baker support programs**



\*The Elevation Marketing innovation process, LEAF, includes four phases: 1. Look, listen, learn 2. Envision 3. Activate 4. Forward

**“Elevation Marketing immediately became an extension of our insights and innovation team. Their thorough analysis of trends and market opportunities not only fueled new product concepts that meet the needs of our customers, but most of the solutions have been a commercial success.”**

- Juan Menjivar, EVP  
Innovation, CSM  
Bakery Solutions

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**DELIVERABLES**

- Flavor and consumer trend reports
- Subject matter expert recruiting and interviews
- Facilitated Envision workshops
- Strategic, creative workshop exercises and worksheets
- 30+ viable new flavor and inclusion concepts
- 12+ product form concepts
- 9+ business-building concepts

## RESULTS

Elevation Marketing's innovation process produces new flavors, products and enablement tools that increase CSM Bakery Solutions' sales 33% in one year

New flavors, products and tools introduced to the market following the

### Envision workshop increased CSM Bakery Solutions' sales 33% in just one year.

Among the innovations producing this stellar result:

#### New flavors and inclusions

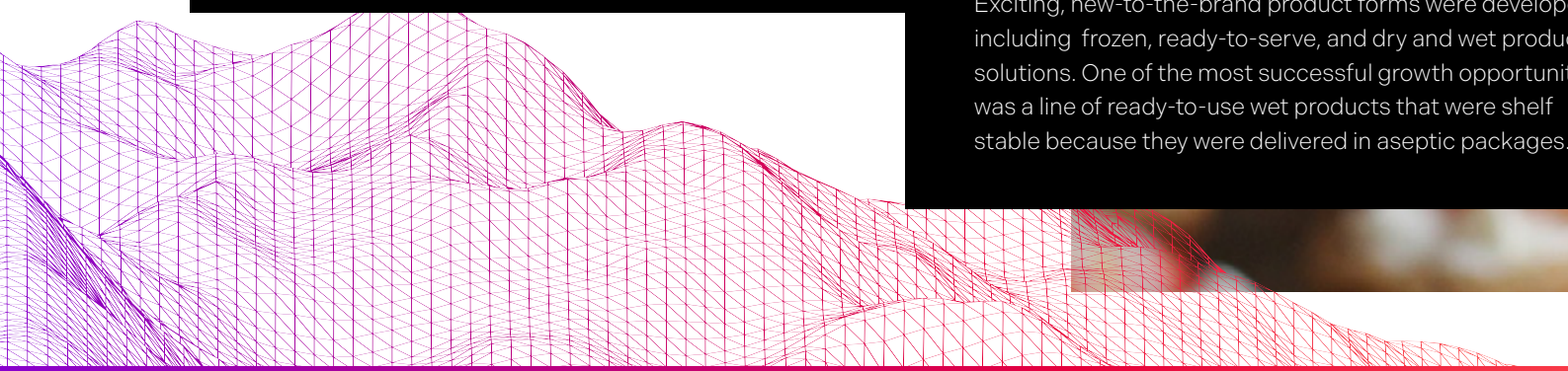
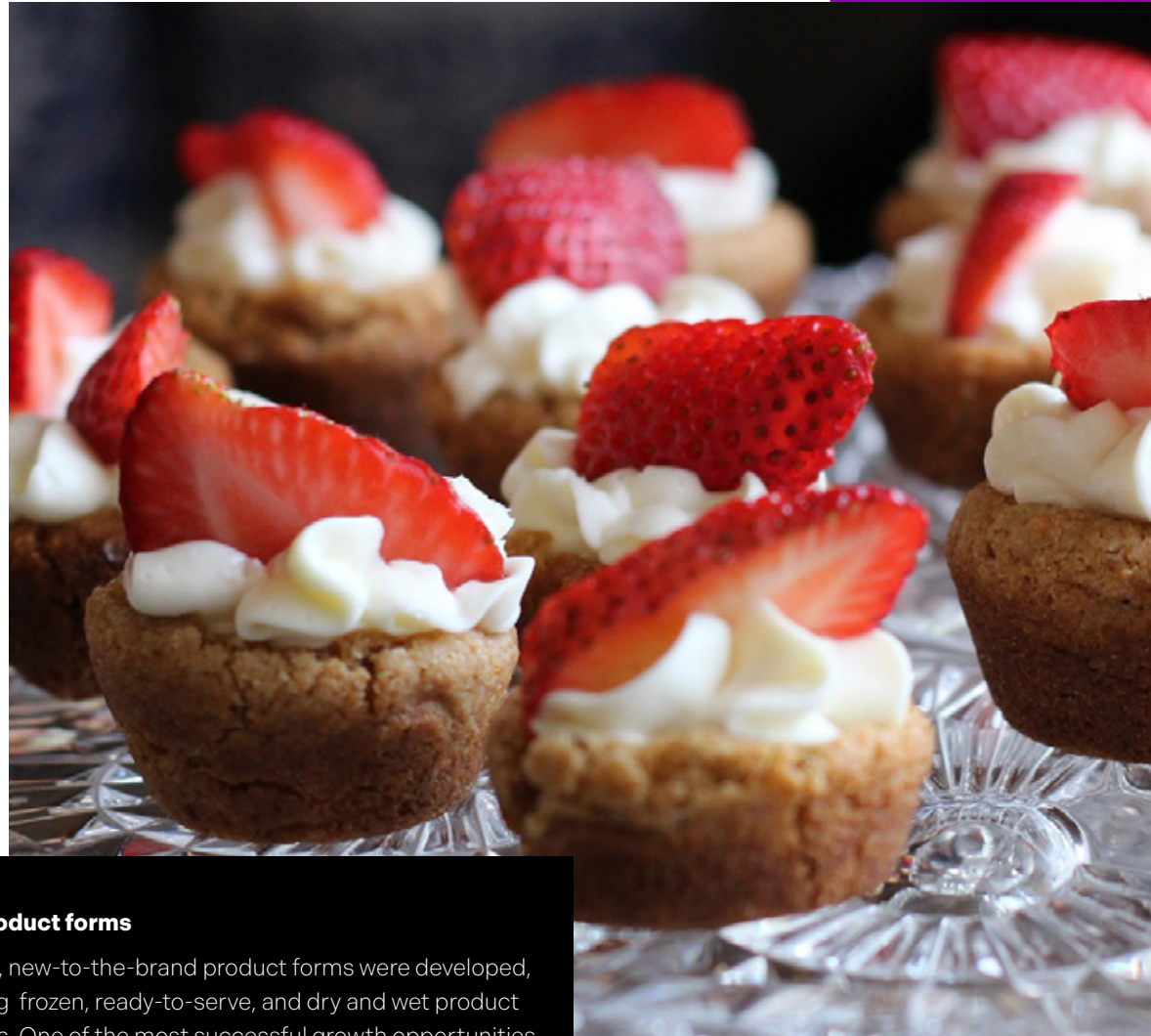
More than 30 new flavors were identified, along with flavor profiles for Tres Leches, super fruits such as Noni and Goji, and sweet and savory profiles such as blue cheese tartlettes, all of which were incorporated into ingredient product opportunities.

#### New product forms

Exciting, new-to-the-brand product forms were developed, including frozen, ready-to-serve, and dry and wet product solutions. One of the most successful growth opportunities was a line of ready-to-use wet products that were shelf stable because they were delivered in aseptic packages.

#### New customer support programs

Helping the baker succeed in business is a critical component of CSM Bakery Solutions' marketing efforts. Elevation developed a series of new program concepts and enablement tools to help each customer grow its business.



ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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