



Dolcera Ideation Services

Proposal for AAI Laundry
August 4, 2006

The Dolcera methodology is inspired by the best practices followed by IDEO and the best of Silicon Valley startups and design firms

In a nutshell, we:

1. Collect terabytes of data and sensations from hundreds of sources and extract cross-disciplinary trends from design, architecture, technology, science and anthropological analysis
2. Generate a barrowful of ideas in many different forms and shapes
3. Get the clients' creative juices flowing with directed but fun activities
4. Facilitate generation of bad, good, and **billion dollar** ideas

Dolcera will bring together and extract

- Demographic + Psychographic + Lifestyle
- Technology + Scientific
- Video + music + gaming
- Fashion + fragrance + fun
- Branding + advertising + packaging

trends from

- Three continents and five countries
- USPTO, EPO, JPO patent databases
- MySpace, YouTube, BoingBoing and other trendy websites
- AdWeek, AdAge, Popular Mechanics, Popular Science, Harper's Bazaar, BusinessWeek, Economist ... and other magazines
- Direct observation and anthropological analysis ('going native')
- Stanford, Harvard, Beijing, IIT, Hong Kong, Nara and many other universities...
- New York/Paris/Mumbai Fashion Weeks, CeBIT and other trade shows...

We will excite all your six senses with a barrowful of

- **Sights:** An exciting, fast-paced 10 min. professional video presentation
- **Touches:** A bagful of new tactile sensations such as the iPod clickwheel, the phenomenal Wii game controller exotic fabrics from around the world
- **Smells:** A collection of the latest fragrances/perfumes in Asia and some of their 'hottest' interesting ingredients (think magnolia, sandalwood, saffron)
- **Sounds:** A collection of the latest musical tunes from Asia, Middle East and America
- **Tastes:** Some of the newest fusion cuisine tastes from chefs in New York, Hong Kong and Mumbai
- **Numbers:** A set of graphs and charts depicting major trends from related industries such as fashion and unrelated industries such as energy and petroleum that will influence what we wear tomorrow

We'll help let loose the P&G team's creativity with activities like

- Making home videos
- Treasure hunts
- German board games
- Musical medleys
- Clay modeling

Dolcera can also provide experts who will facilitate brainstorming and

- Inspire creative idea flow from participants
- Help generate LOTS of ideas
- Maintain the positive atmosphere (No Criticism!)
- Channelize creative flow in desired problem areas (Key themes)
- Encourage combination of ideas by building on each other's views

We will charge \$10,000 to manage the entire process except for the brainstorming facilitation (Phase 4)



Trend Sources

Where Will Ideas Come From?

Key demographic trends

- Occupations
- Housing
- Age
- Weight
- Health
- Education
- Energy use

Sample sources

- NCAER
- NSS survey
- UNCTAD survey
- World bank survey
- Economist Country surveys

Apparel and accessories sales

- By sport, work, travel etc.

Turnover of apparel and accessories

- Through donations, repurposing, recycling etc.

Spending patterns and use of free time

- Hobbies, sports and family-time

Related trends

- Wellness
- Transportation
- Fashion
- Brand awareness and perception

Sources of information

- Analyst reports
- AC Nielsen reports

Topics

- Fabrics
- Personal technology
- Medicines
- Fragrances
- Chemistry

Data Sources

- Trade associations
- Patents
- Academic institutions
- Journals and magazines
- Trade fairs

New media

- Blogs ([HippyShopper](#), [BuzzMetrics](#), [BoingBoing](#), ...)
- Personal videos ([YouTube](#), [Google Videos](#)...)
- Online communities ([MySpace](#), [Orkut](#), [FaceBook](#))
- AdSense

Old media

- TV
- Radio
- Magazines
- Movies
- Music videos

In between

- Games ([Second Life](#), [World of Warcraft](#), Korean MMORPG, Wii, XBox 360)
- Satellite radio (WorldSpace)
- Direct-to-home and HD television

- Successful brands and products
- Failed brands and products
- Industry awards
 - [BusinessWeek Annual Design Awards](#)
 - Oscars
 - Grammys
 - Pritzker Prize (architecture)
 - IFFA
 - AAI
 - Myfaq
 - Journals of Marketing
 - Cannes awards
 - Interbrand surveyed brands