

FORTH Project Details

Sector: Consumer Goods

User: Philip Morris International

Country: Switzerland

Year: 2020

Online Offline

Facilitator(s): Florian Hameister & Gijs van Wulfen



Innovation Assignment:

Philip Morris has a goal to make their product portfolio smoke free in the next five years. The purpose of this FORTH innovation journey was to restart and boost a long unsuccessful R&D project with revolutionary new techniques and concepts.

Highlights of the process:

We started with 12 core and 5 extended team members in this 100% ONLINE FORTH expedition. In the Observe and Learn phase, the core team explored 12 innovation opportunities and uncovered 51 customer frictions. Using the online collaboration platform Miro, the team raised 1314 ideas and developed 15 new concepts. Ultimately they delivered 6 mini new business cases based on revolutionary new techniques.

Main results:

The vice president product research and consumable development, Luca Rossi was delighted with the outcomes of the FORTH journey. Based on an evaluation of the results, the project was scored 9 out of 10. Based on these outcomes, three new R&D projects will enter the innovation funnel in January 2021. The worldwide distributed team, having not worked together before the project, evolved into a cohesive team, of highly engaged and fully committed people with an open mindset and wide understanding of the consumers.

