



**3 creativity principles  
applied  
to the business challenge:**

*“What new product can I develop  
in the toy industry to increase revenue?”*



## ***the business challenge***

I'm Pete Alister and I'm Chief Executive Officer of Toylanders, the largest **toy manufacturer** in the East Coast.

**74% percent of our revenue** comes from **videogames** like Skippy the Bug, which can be purchased in cartridge form, both online and offline, from sources such as Amazon or Walmart.

Our above described videogames business line has had a flat growth in the past 4 years and the **remaining 26% business** corresponds to educational games related to the **construction segment** (19%) and **other physical toys** (7%). These segments are also flat in revenue and EBITDA.

In our business strategy we're **looking towards developing a new product** that **combines** our two main strengths: the videogame and the construction sector toys.

Any good ideas?



## ***Creativity principles applied***



**Fusion**



**Anti-weight**

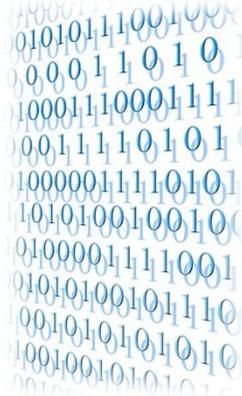


**Dynamics**





## fusion creativity principle

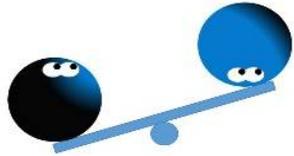


### Merge the videogame with the construction product

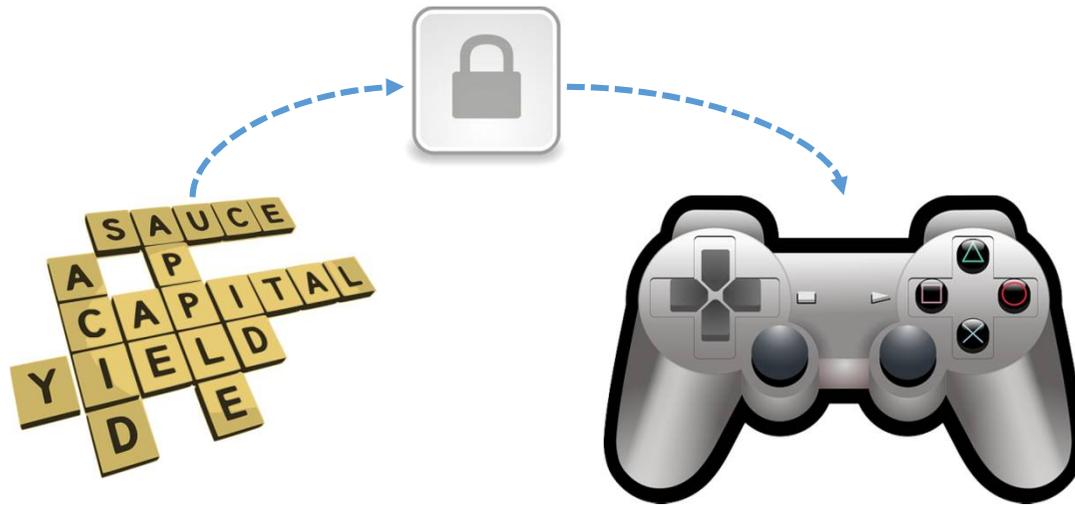
Build a videogame that translates every construction you physically build into computer data, so that the toy can be played both *physically and electronically*.

Kids would be able to play with video-characters eventually built by themselves.

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## anti-weight creativity principle



**Counter-weight kids’ “videogame addiction” by selling a new videogame with an unblocking “educational password”**

This product would be targeted to parents.

The videogame would only work by previously introducing a password, which would be obtained by the kid, for example, after solving several educational crosswords. The videogame could then be used for a specific period of time until new crosswords are sold.

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## dynamics creativity principle



The parent purchases a token which can be exchanged during certain weeks for a videogame and, during others, for a physical toy

This implies creating a product which is adaptable in time so that the token enables the kid to “rent” a videogame for certain months of the year and then also borrow physical toys related to the videogame on others (i.e: costumes).

The product would be competitively priced and would also increase a higher presence on retail shops for switching between toys.

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