The Practice of Innovation

Innovation is not just creating new things. Innovation is all about solving big problems that exist and exploiting new opportunities.

Culture change is key. It's less about process and an innovation management system, but creating a culture where it's okay to be playful, take risks, and be responsible for what those risks cost.

Innovation happens when what's needed meets what's possible.

Innovation is how we create, what those risks cost.

Innovation is necessity; it's about uncertainty and brand survival in the face of turmoil. The chaos caused by COVID-19 elevated the need for innovation more than ever.

Innovation will be the only certainty facing marketers today.

For this reason, we must reclaim 'innovation' from buzzword and meaningfully.

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ANA's Marketing Futures Hub

To learn more about marketing’s journey into innovation, read the full research report.