



# CLT CANVAS

## HOW IT WORKS

Good for both the Inform (Stage One) and Imagine (Stage Two) stages of the journey, the CLT Canvas captures both the drivers and the manifestations of trends, highlighting potential opportunities for innovation.

## HOW TO DO IT

- Use the template opposite (a fresh template each time) for each trend.
- Start on the left hand side, completing the 'Analyse' section by adding insights, data and examples where relevant.
- Now fill in the 'Apply' section. Does the trend really apply to you and your consumer and, if so, how, when and where, and to what extent?
- Think about the scale and nature of the opportunities. Is there potential for a 'white space' innovation, or a line extension, etc.?
- Bring all of this together to generate ideas that address the needs of both the business and consumers, match your capabilities to consumers' needs.



## CLT Canvas

Select your trend

### ANALYSE

#### MACRO DRIVERS

What drives this trend?

#### CONSUMER LIFESTYLES, VALUES & ATTITUDES

What's changing within this trend at a consumer level? What do people value?

#### INSPIRATION

What brands and products are responding to this trend?

### APPLY

#### FOR WHO?

Who is the optimal consumer of this innovation and why?

YOUR INNOVATION IDEA SPACE

#### YOUR BUSINESS

How and where could you apply this trend in your business?