

Who We Are

Cloverleaf is an innovation consultancy that is dedicated to driving top-line growth for our clients by delivering fresh, creative and commercially viable solutions – brand, product, service and organizational innovation – through a highly collaborative and dynamic process.

Cloverleaf is part strategy, design, research, marketing, communication, and product development. We are each of these – yet, also, something quite unique.

- We have experience working with the world's most successful and recognizable brands and organizations.
- A trans-disciplinary team of researchers, innovators, creatives, strategists, trend experts and designers, Cloverleaf works together with our clients to transform their goals into ideas, and, ultimately, ideas into business growth and profitability.
- We utilize a proven approach to garner meaningful insights and develop actionable results.

How We Can Help

The Cloverleaf process has delivered success across a wide range of sectors, addressing a host of specific business challenges and situations, including:

- Garnering key trend data and consumer insights to inform the innovation process.
- Blue-sky ideation to define broad innovation space, and specific opportunities.
- Leveraging insights and technology into actionable ideas.
- Validating and dimensionalizing meaningful ideas into successful solutions.

List of Services

Insights

- Market/Category/Channel Investigation
- Consumer Insights
- Ethnography
- TrendShare™
- PhotoSynthesis™ Visual Positioning Strategy
- Optimization
- Validation

Inspiration

- New Brand/Product/Service Innovation
- Innovation Strategy
- New Brand Innovation: Strategy, Positioning, Architecture, Segmentation
- Retail Innovation: Merchandising, Packaging, In-Store Environment

Implementation

- Naming
- Product Design
- Packaging
- Merchandising
- Launch Strategies

What's Makes Us Different

- Highly-collaborative process leverages both expansive creativity and focused strategy.
- Proprietary methodologies for garnering key consumer insight, relevant trends and concept validation.
- Focus on speed-to-market commercialization: from ideation to dimensionalization, through final implementation.
- From cost-structure to service, an incomparable customer experience.

CLIENT EXPERIENCE

ACCO BRANDS
BEAM GLOBAL WINES & SPIRITS
BLUE CROSS BLUE SHIELD
COCA-COLA
CON AGRA
DIAL
FELLOWES
GENERAL MILLS
GEORGIA-PACIFIC
HASBRO
HERSHEY'S
JOSE CUERVO
KIMBERLY-CLARK
KOHLER
KRAFT
LOWE'S
MATTEL
MCDONALD'S
MOTOROLA
NEWELL-RUBBERMAID
OFFICE DEPOT
PEPPERIDGE FARM
PRESSMAN
PROCTER & GAMBLE
SARA LEE
SC JOHNSON
STARBUCKS COFFEE
SUPER GLUE
TARGET
TETRA PAK
THE HOME DEPOT
TONKA
WAGNER SPRAY TECH
WAL-MART
WILD PLANET

Cloverleaf Innovation LLC
614c Dempster Street
Evanston, IL 60202
www.cloverleafinnovation.com

John A. Edelmann, Principal
john@cloverleafinnovation.com
Phone: 847-424-0410
Fax: 847-424-0414

