



CO-CREATION HUB

Dare to raise the brand innovation benchmark by co-creating with the best experts and creative talent, globally.

LINE EXTENSIONS

Renew the core value proposition through additional product choices by starting with a design-led innovation process.



New fragrance

Design-led innovation resulting in the most successful launch ever

BRAND IMPACT & ACTIVATION

Speed up product improvement, positioning, packaging, on-shelf impact or the delivery of benefits of an existing brand.



Shelf impact

Packaging enhancements to increase awareness at POS and offer sustainable value

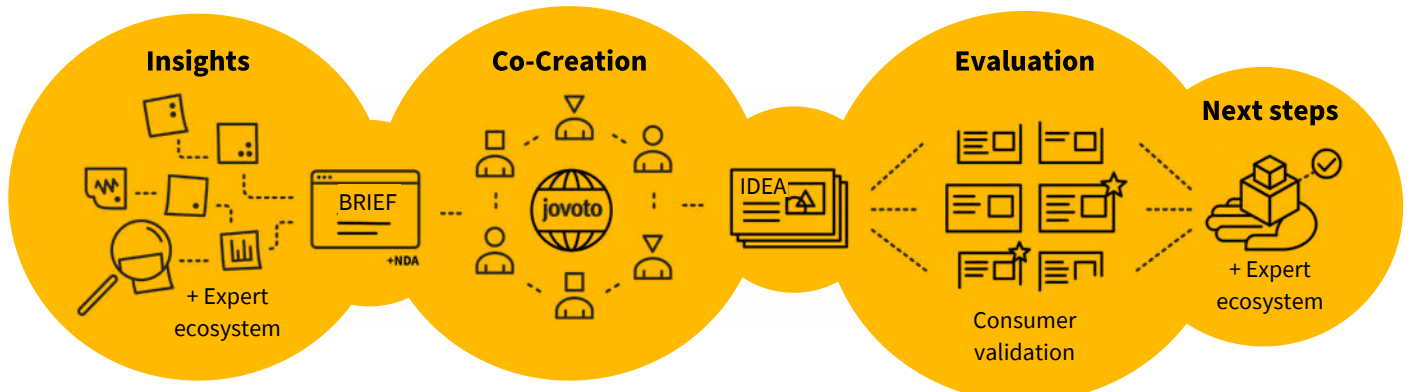
PRODUCT MARKETING INNOVATION

Launch into new categories, new consumers, occasions, unmet needs or new business models.



New Brand

Cost-effective development of a new D2C brand by co-creating with consumers



Tackle your challenge with the crowd!

The Henkel Co-Creation Hub - a joint initiative of Henkel and jovoto - is a virtual studio where Henkel's Marketeers explore and develop game changing brand experiences in an **accelerated**, **collaborative** and **consumer-centric** approach.

henkel.cocreation-hub.com



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