

## ICON HEALTH & FITNESS

Exploring opportunities to further improve sleep

### THE CHALLENGE >

There is growing scientific evidence, and public recognition of the importance of sleep to personal health and fitness.

ICON Health & Fitness already markets the iFIT app, sleep sensor and mattress, now it asked CDP to help it to take a systematic approach to identify new opportunities to further improve sleep.

### THE SOLUTION >

CDP led a joint innovation workshop at an inspirational offsite location to explore the future of sleep.

The workshop brought together primary and secondary consumer research to understand the key sleep challenges consumers face, a multi-disciplinary understanding of the “science” of sleep, a landscape of existing solutions and inspirational analogies and enablers from other markets.

The workshop explored a range of consumer, technical and commercial perspectives and generated product, service and platform concepts to improve sleep.



### BENEFIT TO CLIENT >

A prioritised portfolio of new ICON product opportunities to further improve consumers’ sleep. ICON and CDP continue to partner to develop the leading product concept.

