



[Measured Innovation LLC](#) is a consulting firm with over 20 years' experience in launching consumer products in the U.S. and worldwide. Brands and influencers who want to launch a product line under their own brand contract with us to launch faster and with higher impact. Working with us increases your chance of success.

We help launch your branded product successfully – on time and within budget.



Develop a winning concept

- Select an area of the market to launch in based on market research
- Test and select product claims that are attractive to your audience
- Design product label, website, and social media
- Select key ingredients needed for consumers to believe your brand promise



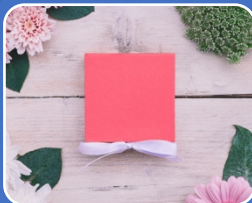
Plan marketing strategy

- Designate target customer segments
- Social media strategy
- Plan advertising channels and budget
- Set up sales channels



Develop an outstanding product formula

- Select the best formulator and contract lab for your product
- Write detailed formula brief with formula properties in technical terms
- Evaluate formula submissions with a consumer panel if desired
- Manage formula stability testing, preservative efficacy, and allergenic performance



Packaging development

- Select packaging based on target market (mass or luxury) and budget
- Test formula for stability and performance in packaging
- Manage packaging and label supplier lead times
- Design and print labels



Manufacturing

- Coordinate shipping of materials, packaging, and labels to filler
- Manage manufacturing of product to specifications and filling of product
- Decide where to warehouse finished product
- Determine how product will be shipped to customers