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# Tauk Culturious

**Inventing a guided tour product for the *travelers of the future*:** a practical and innovative approach to new product development

## The Challenge

Tauk Worldwide, an industry leader with over 85 years in premium guided tours, wanted to push the envelope and create a new travel concept to meet the needs of a population increasingly comfortable with researching, planning, and traveling on their own. Tauk needed innovative thinking to define and build a new type of tour product – one that appealed to next gen customers, conveyed a unique brand identity while standing out from competitors in the crowded travel market space.

## What We Did

The Travel and Entertainment practice at CMB and principals from South Street Strategy Group used a multi-method, multi-source approach to:

- Select top opportunities to focus on
- Ideate across functions with executives and senior managers, leveraging insight and experience in the market
- Research and assess the competitive landscape and baby boomer's core travel goals and needs – particularly un-met needs
- Test alternatives to guide product development, pricing and identify target guests who are most interested in the new product line
- Identify acquisition targets in the travel industry, new business models, and new product offerings, by leveraging core competencies, that would create significant value for the company and address baby boomers' needs
- Work with the CEO, CFO, and COO and the New Ventures Group to ensure recommendations were aligned with business constraints, addressed operational challenges and met business goals

## How It Was Used

Tauk launched the Culturious brand as a totally new product line on time and with unanimous board approval. The new brand, which currently consists of 8 packages and destinations, meets customer needs by offering small-group tours geared toward active baby boomers with an interest in active, culturally engaging travel. The brand has won awards, including the 2010 Innovation prize from the Connecticut Quality Improvement Award Partnerships (CQIA).

## About Chadwick Martin Bailey

Chadwick Martin Bailey is a Boston-based custom market research firm who works with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. CMB uses leading-edge research techniques to collect and translate data into simple, business decision-focused deliverables.

## About South Street Strategy Group

South Street Strategy Group combines the best of strategy consulting and marketing science to develop growth and innovation strategies for leading companies across a range of industries. Our fact-based process combines the best in marketing science and strategic analysis to develop highly differentiated, customer-centric strategies for new market segments, new products, and new business units.



*"We needed a partner that could identify and flesh out high potential growth opportunities for the Boomer market. Our team from CMB and South Street were a great match: they were collaborative and the approach was comprehensive and forward-looking. The insights from this project were invaluable as we created Culturious from concept to award-winning brand."*

**Jeremy Palmer, Vice President, Tauk**