

Realizing the Goal Helps Reach Results

Businesses aiming to expand, gain a larger market share, or compete with competitors can accomplish these goals through reducing costs, raising barriers to market entrants, or creating new products or services. Additionally, each of these goals can be accomplished through the use of innovative technologies. When companies explore uses for innovative technologies with a specified goal in mind, they can experience tremendous results in their attempts in shaping consumer behavior, changing their shopping experience, or even altering the backhouse operations. Other times, when technology reaches maturity, it has other unforeseen uses. In both of the following short case examples, the exhibited company uses technological innovations to either differentiate itself in the market place, attract new customers, lock in customers, offer a new product or service, or some combination of the previous.

Peapod is an online grocery ordering service provider whose goal was to use branding as a way to promote an innovative product-service combination. Peapod placed virtual walls in commuter rail stations and other public locations that looked like products on a grocer's shelves. These virtual walls offered branding and advertising which attracted customers and served as a reminder of Peapod's innovative service which is online grocery ordering and delivery. Shoppers can use the Peapod app on their smartphone to order groceries and have them delivered the next day. Although their technology is changing the way consumers approach