135 The Sector Heat Test

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/135-the-sector-heat-test-2/

The Demand

Name one trend currently generating heat in your market or your category. Ask the design discipline question: given my brand, can I make this trend mine — or use it to build my position — without the trend becoming something the brand has to become? If the answer produces a version of the trend that is specifically yours — build the LTO. Put it on the menu for thirty days. Let your Guest tell you whether it belongs. That is the test. Everything else follows from what the test produces.

The Work

Name one trend currently generating heat in your market or category:
Given your brand, can you make this trend yours — or use it to build your position — without becoming what the trend needs you to be?
The specifically-yours version of this trend, if one exists:
The LTO or thirty-day test you will run to let your Guest decide whether it belongs:
What you will do if the test says no: