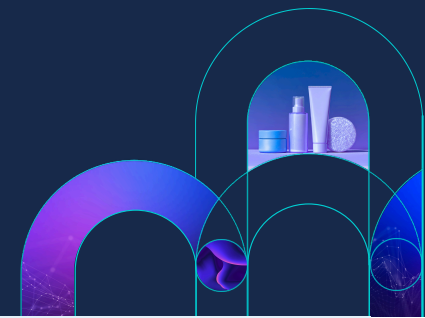


Enterprise Personal Care CPG Manufacturer x Narratize™

How a Leading Personal Care CPG Manufacturer Transforms R&D Communication and Accelerates Innovation Cycles with Narratize



Background

An innovation-driven enterprise personal care CPG manufacturer manages a broad portfolio across skin care, hair care, home care, and hygiene. As the company pushed harder into consumer-centric, sustainable, premium innovations, R&D teams faced increasing demands to deliver the right new products to market faster.

The CPG manufacturer engaged Narratize to modernize how its R&D organization communicates, shares knowledge, and executes innovation. Leadership sought a unified way to accelerate documentation outputs, reduce rework, and ensure that product knowledge was consistently captured across global teams.

Challenge

Innovation pace was not constrained by quantity of ideas, but by how those ideas were captured, structured, communicated, and prioritized.

- **Knowledge isolated in document graveyards** led teams to repeatedly rewrite new product content.
- **Manual R&D workflows** created confusion and time-consuming rework in governance.
- **Limited portfolio visibility** prevented valuable insights in one product category from informing adjacent projects due to weak reuse mechanisms.

Objectives & Solution

01. Standardize and Improve Documentation Outputs
02. Build Centralized Product Portfolio Intelligence
03. Accelerate Time-to-Insight for R&D
04. Embrace AI-Led Innovation as Part of Digital Transformation Efforts

Narratize collaborated with R&D leadership to implement repeatable documentation templates, aligned with how the organization frames innovation. The manufacturer then equipped their teams with access to Narratize's Product Knowledge Hubs as the foundation for their R&D knowledge management.

Impact

The leading personal care CPG manufacturer accelerated its innovation cycles by using Narratize workflows to produce governance-ready documentation faster and with fewer review loops. R&D professionals now spend significantly less time hunting for information across systems of record, reallocating effort to higher-value scientific and strategic activities.

Product Knowledge Hubs serve as living repositories of project information—driving greater reuse of prior rationales and methods, improving consistency, strengthening portfolio decisions, and establishing a durable digital foundation for a broader R&D transformation.

Outcomes

R&D leaders at this CPG manufacturer describe **Narratize as a practical enabler** of their existing innovation process rather than an extra tool.

Quote:

- ✓ *"We chose Narratize not just to move faster, but to unlock richer ideas with richer outcomes. This gives us real time visibility into the sufficiency and impact of our entire innovation portfolio."
- SVP of R&D for the Americas*

Discover the transformative power of Narratize and unlock the unencumbered innovation potential of your own teams.

Schedule a demo today.



narratize.com