

Why Great New Products Fail

The Newton

In 1988, Apple released a hand-held device that hoped would change personal computing. It was called the Newton. It was a handheld PDA, and it was a failure. It had a lot of good features, but it was too expensive and too complicated. It was a failure because it was too expensive and too complicated. It was a failure because it was too expensive and too complicated.



Virtual Boy

The Virtual Boy was a handheld video game console. It was a failure because it was too expensive and too complicated. It was a failure because it was too expensive and too complicated.



TheCaseSolutions.com Microsoft Zune

The Zune was Microsoft's "me too" answer to Apple's iPod. While it had some good features to it like sharing music from player to player, the Zune, despite an expensive marketing effort, never really caught on.



5. Cross Contamination - Mixing Two Successful Products Into One Big Failure

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4. Fixing What Ain't Broken

Companies that are already successful sometimes try to improve themselves, but end up scaring off their already loyal consumers. This is best illustrated in what is known as one of the worst product failures in history: "New Coke." In 1985, Coca-Cola was doing fairly well, but was worried about losing more market share to Pepsi.

There was a 64 million market research project stating that Coke drinkers would prefer the new taste, but when it came down to it, they still wanted the original. Crystal Pepsi is another good example. Making a clear cola did not entice non-cola drinkers - it just confused Pepsi's branding.

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1. Timing

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In 1995, a company called The Case Solutions was founded. It was a failure because it was too expensive and too complicated. It was a failure because it was too expensive and too complicated.

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2. Not Living Up To The Hype

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3. Prohibitively Strong Branding

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Why Great New Products Fail

The Newton

Back in 1988, Apple released a handheld device they hoped would change personal computing. It was officially called MessagePad, although it was probably known as Newton. It was unveiled in 1988 and clearly, it had exciting recognition software - which had been lauded by reviewers as "groundbreaking" - was highly innovative.

It was discontinued in 1993. Why? Newton was not a complete package. Although the product did become a template for the PDA class, it failed.



Virtual Boy

The Virtual Boy was a 3D handheld console. It was the first 3D graphics and 3D sound console. It was also the first console to use a 3D controller. It was discontinued in 1995.



3. Cross-Center Attention - Mixing Two Successful Products Into One Big Failure

There are many examples of this. One of the most famous is the combination of two successful products into one big failure. This is often done by companies that are already successful and want to expand their market share.

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1. Timing

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In 1997, a new product called the iMac G4 was introduced. It was a desktop computer that was designed to be used with a flat-panel display. The iMac G4 was a desktop computer that was designed to be used with a flat-panel display. It was a desktop computer that was designed to be used with a flat-panel display.

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1. Timing

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In some cases, a luxury product that's been in planning stages for years is set to launch just as a major recession is starting. This was the case with the Ford Edsel. The Edsel has become synonymous with failure, and it is well known as a marketing catastrophe, but the 1958 recession certainly played a large part in its undoing.

Sometimes a product is just "ahead of its time" and the market for it just doesn't exist, like the precursor of PDA devices, the Apple Newton MessagePad. This kinda-clunky PDA had a few shortcomings - most famously, its inability to live up to the claim of understanding handwriting - but more than that was its release at a time when paying \$700US for a PDA seemed absurd.

2. Not Living Up To The Hype

There's nothing worse than when the public feels like they're being tricked. This happens when something has hyped-up marketing, but the product is pretty ho-hum. It's another reason why the Edsel failed, as Ford had positioned it as a cutting-edge new automobile, but the public saw it as more of the same for a higher cost. This poor positioning cost Ford \$350 million, a huge sum in 1959.

McDonald's fell prey to this as well with their release of the Arch Deluxe menu in the 90's. No one was fooled when Mickey-D's claimed to have moved to the "fine dining racket" by slapping a tomato on top of a burger. McDonald's reportedly spent \$100 million on advertising the failed line. For another example, don't forget the Windows Vista saga.

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3. Prohibitively Strong Branding

A strong brand can be a blessing and a curse. Consumers trusted Colgate for toothpaste, but it didn't make sense when that name was put on the Colgate Kitchen Entrees. Connecting the taste of food and toothpaste was off-putting for the consumer. With the McDonald's Arch Deluxe fiasco, McDonald's name was too strong as a value burger joint for anyone to take the "dining for adults" line seriously.

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5. Cross Contamination - Mixing Two Successful Products Into One Big Failure

It seems counter intuitive that combining two successful products or companies can somehow bring about disaster, but it happens. Just think of the combo of peanut butter and jam in one bottle or Kellogg's disastrous milk-with-cereal packaging campaign Cereal Mates.

Another example is the recently failed merger: AOL Time Warner. Though the AOL Time Warner debacle had a lot to do with management, timing and meshing of company culture, it goes to show that taking two successful things and combining them can lead to unmitigated disaster.

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Virtual Boy

The Virtual Boy was a total failure because of its poor "3D" graphics and uncomfortable playing positions. It was discontinued less than a year after its release.



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