PepsiCo has solicited input from customers on new potato chip flavors for their Lay's brand.

Their first 'Do Us a Flavor' campaign was launched in 2012 in response to the brand's declining market share amongst millennials.

Over 14 million submissions were received, from which 'Cheesy Garlic Bread' was chosen as the winner.

The new flavor contributed to an 8% increase in sales in the three months following its launch.

Crowdsourcing

«Simply defined, crowdsourcing represents the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call.»

Geoff Howe, of Wired Magazine, who coined the term Crowdsourcing

Crowdsourcing

https://youtu.be/-38uPkyH9vI

Crowdsourcing

- Crowdsourcing constitutes an innovative pattern for enhancing collaborative works based on challenges open to professionals and amateurs willing to contribute to a specific task launched through a web platform or a specific company website (Howe, 2006, 2008; Jeppesen & Lakhani, 2010).

What do we need?

The crowd

The crowdsourcer

The crowdsourced task

The crowdsourcing platform

Which two of these depend on crowdsourcing the most?

Fashion/apparel

Healthcare

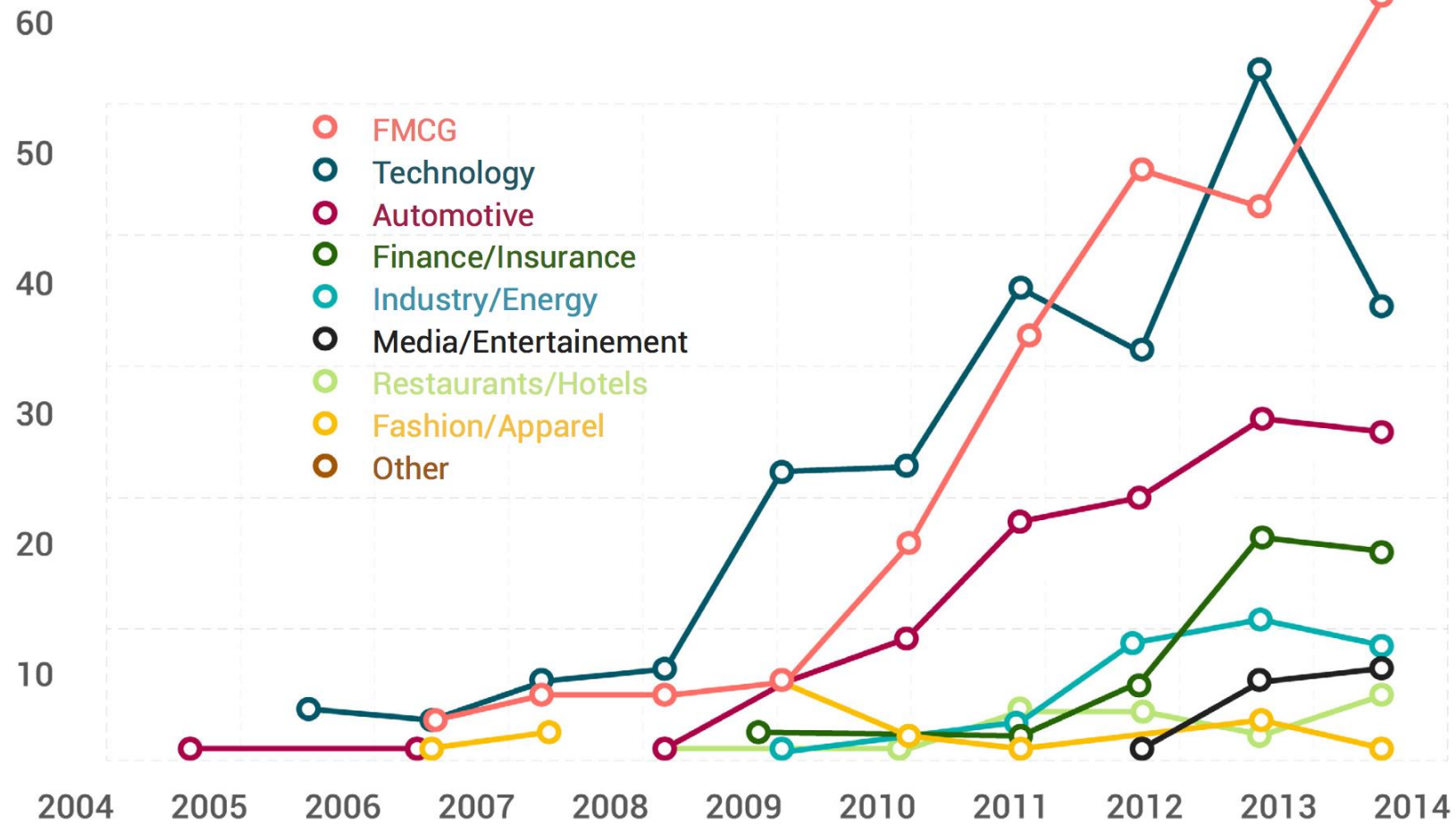FMCG (fast moving consumer goods)

Finance/insurance

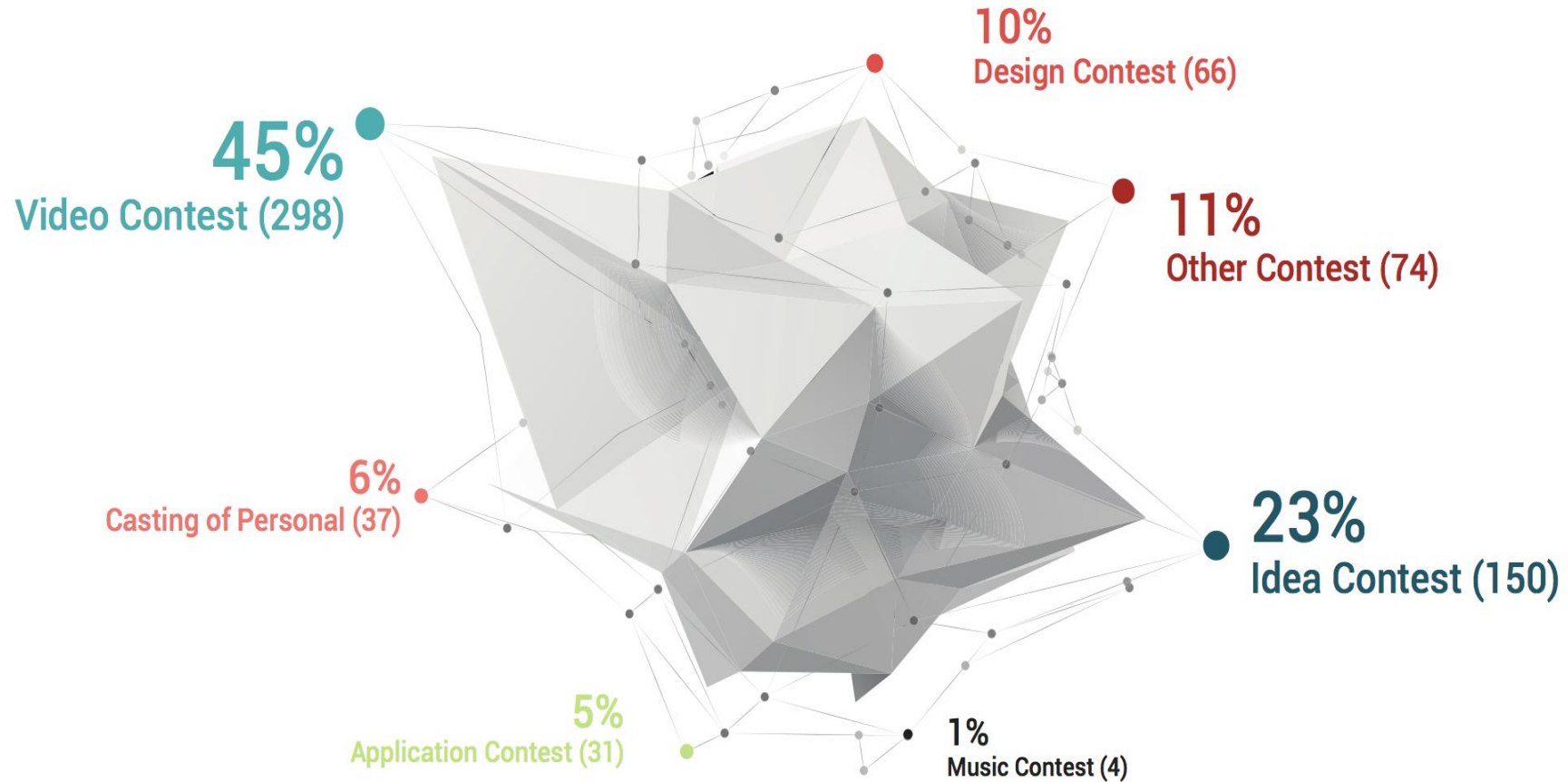Automotive

Media/entertainment

Technology

Industry/energy

Restaurant/hotel

Best Global Brands using crowdsourcing

Source: Roth 2015

Type of contests

10%
Design Contest (66)

45%
Video Contest (298)

11%
Other Contest (74)

6%
Casting of Personal (37)

23%
Idea Contest (150)

5%
Application Contest (31)
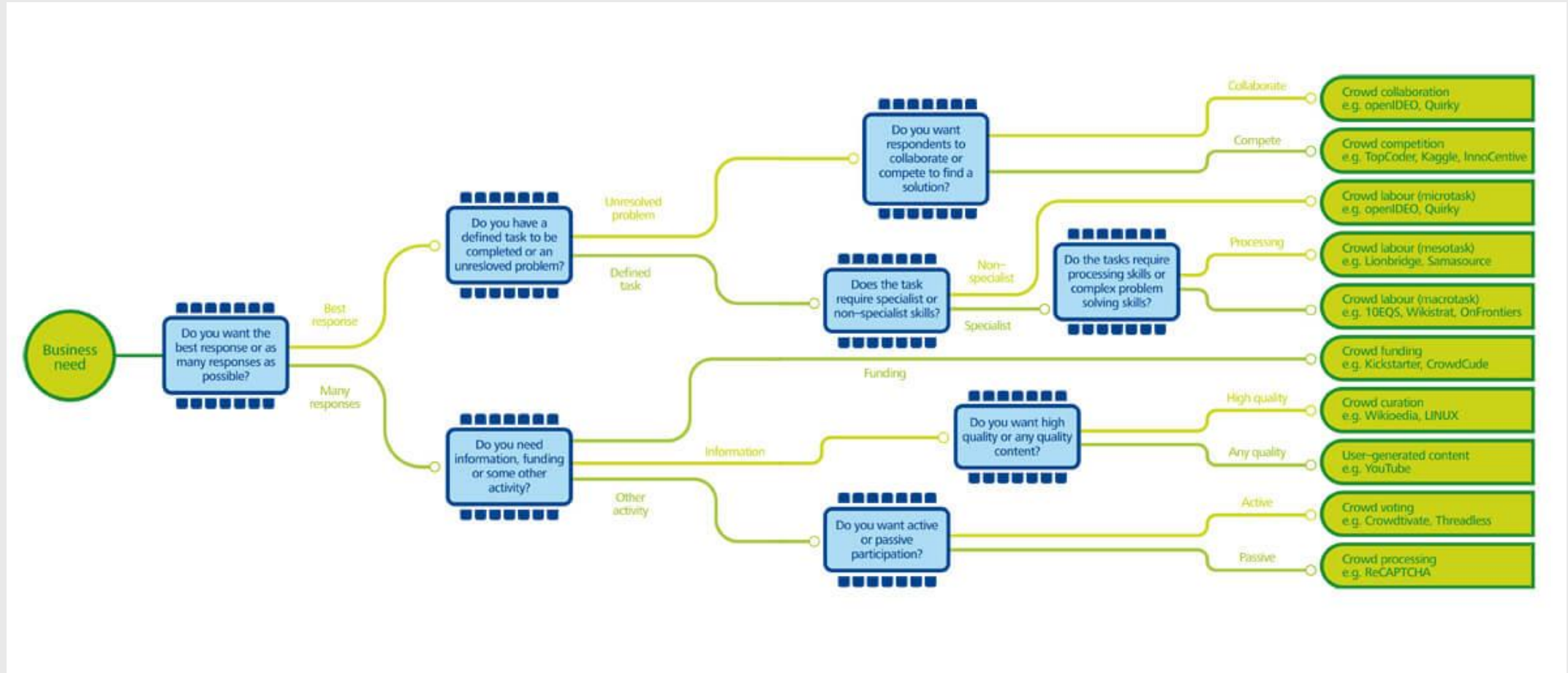
1%
Music Contest (4)

Source: Roth 2015

"To answer the most vexing innovation and research questions, crowds are becoming the partner of choice."

Kevin Boudreau, Karim Lakhani [1]

Crowdsourcing

Eyeka

Founded in Paris in 2006, leverages a community of more than 400,000 creators

P&G, Unilever, Coca-Cola and Nestlé among the leading clients

Eyeka

30 minutes activity

Be in a group of 5-6 people

5 minutes - Let's have a look to Eyeka's contests here:
https://it.eyeka.com/contests
Browse the contests and pick up 1 contest per group – post it on Padlet

15 minutes - Have a deep look and understanding of how it works

10 minutes - Underline advantages and disadvantages of relying on contests for open innovation and write them on Padlet

https://unipd.padlet.org/srs/v6amljc5y8p3toxm