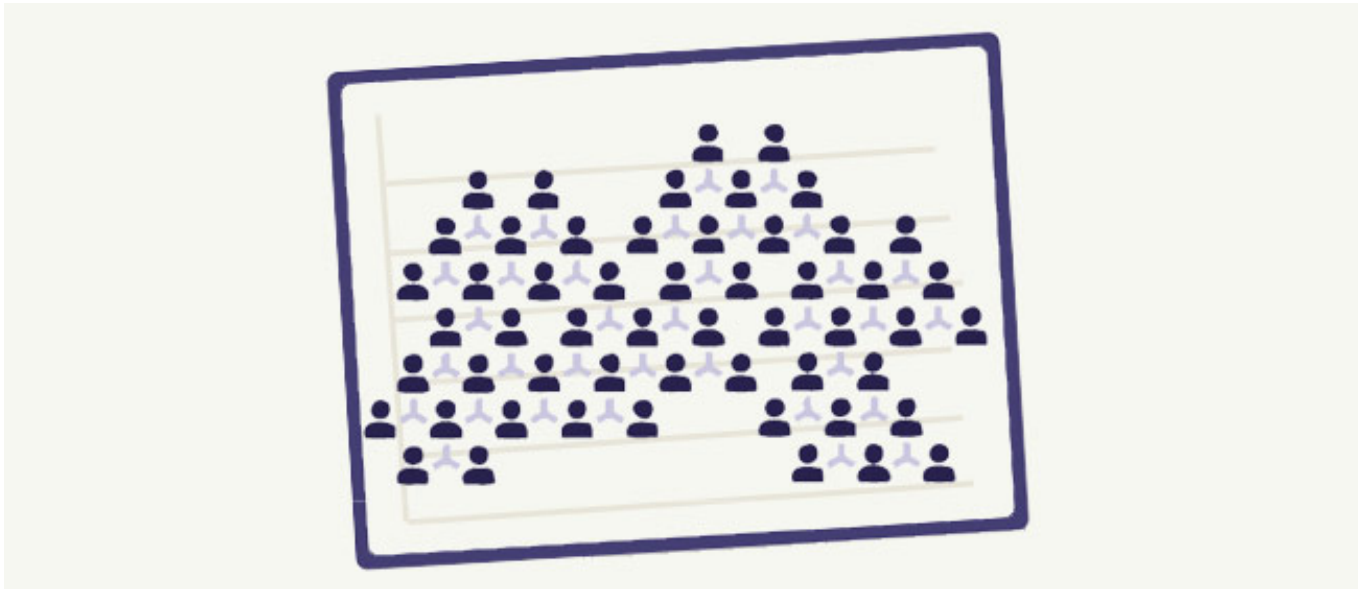


CREATIVE BRIEF

by ENVANO INTERACTIVE

Crowdsourced Content: Innovate The Way You Innovate



Have you ever wished you had someone to do your job...

– while saving money, spurring innovation, pleasing your customers, and creating really great things? Maybe a new product, persuasive content, or fresh product promotion. So have we.

Unfortunately, you're out of luck.

No one person is going to do your job for you at little to no cost. Some of your most loyal fans, however, banded together to talk about a brand they love can have a powerful impact on producing high quality results, fast.

A combination of the words “crowd” and “outsourcing,” crowdsourcing has become a mainstream solution for content production and overall brand innovation

– and has the potential to convert more new customers than the traditional marketing or sales initiated promotion.

Fresh content and innovation are often cited as roadblocks for today's companies. Yet, custom and branded apps like Bloomfire, Huddle, and Content allow for collaborative collection and organization of content to share or save for later distribution. Top brands like Pepsi, Coca-Cola and Oreo are turning to the crowd. It's not only the popular (and cost effective) thing to do. It's good interactive business.

DEFINED

Coined by Jeff Howe and Mark Robinson in the June 2006 Wired magazine article “The Rise of Crowdsourcing,” the widely applicable practice is defined as:

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. This can take the form of peer-production (when the job is performed collaboratively), but is also often undertaken by sole individuals. The crucial prerequisite is the use of the open call format and the large network of potential laborers.

Think about the difference.

Would you rather produce a video that *you* (or an agency) envisioned? Or would you rather create a video that your target audience told you they wanted and then produced *for you* with passion and creative energy?

EXAMPLES



Amazon released a series of pilot episodes for original TV shows to its website and the Amazon Instant Video app, asking users to review them. Amazon said it will use this feedback to help determine which to produce in full.



Last year, Coke made a big splash when it announced that it would shift its business model to be more open. Since then the company has been working with customers to enhance communications and product development. Not long ago the company asked its 50 million Facebook Fans to suggest an invention, cause or social app that could spread happiness.



Patagonia takes a different approach to crowdsourcing. It doesn't use contests or ask its Facebook Fans to design new products. When the company saw that consumers are talking about their old Patagonia gear that's still usable on social media, the company made a new Tumblr to capture customer stories about their weathered but reliable Patagonia clothes. The Tumblr is populated only through customer stories.

These examples paint a clearer picture of why you may consider crowdsourcing.

- Execute work you might not be able to do on your own
- Find solutions to problems
- Generate new ideas with quick turnaround
- Tap into diverse thinking
- Reduce expenses
- Improve quality while saving time

And in the near future:

- Wide-reaching, flexible platforms will predominate and crowdsourcing will move from a tech approach to a business service.
- There is strong potential for around-the-world growth of crowdsourcing, enabled by mobile phones.
- Crowdsourcing will make it possible to translate news, fresh content, and time sensitive information to people around the globe.
- As part of a new professional reality, crowdsourced work may become a common way to make a living. There will also be significant career opportunities in online community management.

FINDING SUCCESS

It's great that Amazon, Coke, and Patagonia all found success in their crowdsourcing efforts, but chances are those businesses are nothing like yours. You might manufacture outdoor products distributed through complex channels. Perhaps you are in the healthcare industry looking for innovative ways to draw in new clients. Whatever the industry, crowdsourcing has proven great value, if nothing else, for engaging your customers.



Content Creation



Translation



Video Production



Customer Service



Innovation



Programming



New Product Development



Creative Work



Crowd-Funding