

Leading Crowdsourcing Platform eYeka Turns 10

Created in 2006, eYeka has launched over 900 projects and creatives from across the globe have submitted more than 100,000 ideas to brands

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SUMMARY

eYeka, the leading crowdsourcing platform for marketers, has been founded in 2006, the same year that the term "crowdsourcing" has been invented. To date, it has launched almost 1,000 projects for the world's biggest brands, to which over 330,000 creatives have submitted 100,000 ideas.

The leading crowdsourcing platform for marketers, eYeka, was founded in 2006 by French entrepreneurs Gilles Babinet and Franck Perrier. Launched in beta in 2007, eYeka was designed for "everyone with talent and ambition" as a participatory website that provided an experience "[like] TV on the computer with quality programming" ([source](#)). eYeka was positioned as a new generation platform on which creatives and brands could connect and exchange.

This mission has not changed in the last 10 years, even if the technology and the process have evolved. By combining the creativity of a creative community with the expertise of an agency, eYeka still fuels brands' innovation roadmaps with relevant product and experience concepts, offers fresh perspectives on packaging and point-of-sale designs, ideates original campaign ideas and creates shareable video content. Some of eYeka's clients' crowdsourcing success stories include:

- **Oral-B**, who **launched** the world's first digitally connected toothbrush inspired by community ideas
- **SK-II**, who **involved** Millennials to find new, fresh ways to bring its #ChangeDestiny brand platform to life
- **Hyundai**, who **launched** the world's first global print campaign based on a crowdsourced idea
- **Unilever**, who **found** fresh and relevant inspiration for its "Dirt Is Good" TVC campaign
- **Nescafé**, who **received** high-quality, engaging video content to connect with Millennials

As of today, eYeka has hosted over 900 contests for brands and agencies to involve consumers in their innovation and communication efforts. The community, which is over 330,000 people strong, has submitted more than 100,000 ideas to these competitions, and the winners have shared over € 6,000,000 in prizes.

To celebrate the anniversary, eYeka is publishing an infographic that shares some of the company's biggest milestones in the last decade ("eYeka's Story - 10 Years of Connecting Brands and Creatives") as well as a special logo that will be displayed on its website.

In an effort to associate the community to the anniversary, eYeka is also launching a contest in which members can propose their own versions of the logo. The winning designs will be used on the platform throughout the year, winners will share € 1,500 in prize money and will be featured in a dedicated blog post.



RELEVANT LINKS

 The eYeka homepage

<https://en.eyeka.com/>

 The "success stories" page

<https://en.eyeka.com/stories/>

 The "10 Years eYeka Design" contest

<https://en.eyeka.com/contests/9456/teaser>

 The #eYeka10 conversation on Twitter

<https://twitter.com/hashtag/eyeka10>

 The "eYeka's 10 Years Story" Infographic

<http://www.slideshare.net/Eyeka/eyekas-story-10-years-of-connecting-brands-and-creatives>

QUOTES

"eYeka was founded 10 years ago, when the term « crowdsourcing » had not even been invented, YouTube was a 1-year old and Facebook had less than 10 million users. Since then, eYeka has pioneered a new trade: helping brands reinvent themselves by leveraging the fresh creative ideas of a global community. We are proud that more than 100.000 fresh ideas have been contributed so far, leading to more relevant communications, brand strategies, designs and product innovations. Throughout 2016, we will celebrate this important anniversary with our community and clients alike, working hard to make connections easier and more meaningful for everyone. Because no one is smarter than everyone!"

— François Petavy, CEO, eYeka

ABOUT EYEKA

At eYeka, we believe in the collective intelligence and exponential creative power of crowds. We nurture a global community of more than 330,000 creative individuals around the world who deliver fresh ideas and original content by participating in crowdsourcing competitions. By combining the creativity of our community with the expertise of an agency, we fuel the world's best brands' innovation roadmaps with relevant product and experience concepts, offer fresh perspectives on packaging and point-of-sale designs, ideate original campaign ideas and create shareable video content. Discover how we boost the marketing ROI of leading brands such as Unilever, P&G, Mondelez, Coca-Cola, Nestlé, Airbnb or Toyota on [eYeka.com](https://www.eYeka.com).



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