

Suzuki Launches Crowd-generated Online Media Campaign Supported by eYeka

06 MARCH 2017, PARIS, FRANCE

SUMMARY

Suzuki Motor Corporation has launched an online campaign leveraging crowd-generated content on social media channels and its global distribution network. The three videos created by eYeka's community of more than 370,000 creatives are used to communicate Suzuki's 4WD system, "ALLGRIP".

Suzuki Motor Corporation has launched an online campaign leveraging crowd-generated content on social media channels and its global distribution network. The three videos created by eYeka's community of more than 370,000 creatives are used to communicate Suzuki's 4WD system, "ALLGRIP".

Suzuki has chosen to leverage the crowd of creatives to borrow their fresh eyes and produce unique and engaging videos which are more relevant for consumers. "All creatives delivered by eYeka community have new and impressive ideas which are something we would not come up with internally. Winning videos are especially interesting and memorable, so we believe they will widely spread on social media and promote our ALLGRIP technology. " ----- Junya Kumataki, Department General Manager, Global Automobile Planning Department

eYeka's CEO, Francois Petavy, said: "Today's overflow of information has raised a new challenge for all brands to communicate about product benefits and impress potential consumers with unique content. We believe fresh crowdsourced creativity is the solution. Our community has done a great job helping Suzuki to connect with consumers in a meaningful way."



RELEVANT LINKS

 Suzuki X eYeka campaign

https://www.youtube.com/watch?v=jWgxS-QCMbc&list=PLes7zLpRcl_NYIBNinPEvuvU4W14K1Akp

QUOTES

"Suzuki has chosen to leverage the crowd of creatives to borrow their fresh eyes and produce unique and engaging videos which are more relevant for consumers. "All creatives delivered by eYeka community have new and impressive ideas which are something we would not come up with internally. Winning videos are especially interesting and memorable, so we believe they will widely spread on social media and promote our ALLGRIP technology. " "

— Junya Kumataki, Department General Manager, Global Automobile Planning Department

"Today's overflow of information has raised a new challenge for all brands to communicate about product benefits and impress potential consumers with unique content. We believe fresh crowdsourced creativity is the solution. Our community has done a great job helping Suzuki to connect with consumers in a meaningful way."

— Francois Pétavy, CEO of eYeka

IMAGES



SPOKESPEOPLE



François Pétavy

François is CEO at eYeka

 [fpetavy](#)

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).



eYekanewsroom