

Crowdsourcing Community eYeka Wins New Clients Eurostar, MetLife Alico and Doritos

Global leader in creative crowdsourcing for marketers won a string of new clients and passes 600 projects milestone

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SUMMARY

eYeka, the global market leader in creative crowdsourcing for marketers has recently won several new clients including Eurostar, MetLife Alico and Doritos. These brands will be leveraging eYeka's community to source innovative ideas and branded content from the world's most creative minds. With these new projects, eYeka passes a milestone of 600 contests launched and €3,600,000 paid out to creators across the globe.

eYeka's creative community ushered in the new year at full speed with a batch of new creative challenges, thanks to a string of new client wins such as Eurostar, MetLife Alico, and Doritos.

- As part of its "Stories are waiting" campaign, in which Eurostar showcases the quirky and fun aspects of Paris and London, Eurostar has initiated a "Eurostar Stories" video contest on eYeka. The company is challenging eYeka's creative community to tell "funny little stories about the unexpected" to inspire travellers to hop onto Eurostar and discover one of the European cities it connects to. The winners will share a total prize pool of €20,000.
- MetLife Alico, a leading global provider of insurance, annuities and employee benefits programs is leveraging eYeka's creative community to source engaging video content from consumers. The company is searching for engrossing positive and inspirational videos that show how "small gestures can lead to dramatic and happy outcomes."
- Doritos, the brand that pioneered crowdsourcing with its worldwide Crash The Super Bowl campaign, launched an innovation contest to eYeka's creative community to invent the next generation of Doritos snacks. The three best ideas will share €5,000 in prizes

These latest client additions supplement eYeka recent wins Friesland Campina, Australian Post, Henkel and Doncafé.

With these new clients on board, eYeka has passed the milestone of 600 creative challenges launched on its global platform, in response to which consumers have submitted over 74,000 ideas and have been awarded more than €3,600,000 in cash prizes. eYeka's community currently has more

than 269,000 creators from almost 160 countries across the globe. With offices in Europe, Asia and Latin America, eYeka is quickly becoming the indispensable partner to brands who are looking to tap into the collective creative power of the crowd to source ideas and content to boost their marketing ROI.

Anyone can participate in eYeka's challenges on www.eyeka.com



RELEVANT LINKS

 **The Eurostar Stories contest page**
<https://en.eyeka.com/contests/7866>

 **The MetLife Alico contest page**
<https://en.eyeka.com/contests/7831>

 **The Doritos contest page**
<https://en.eyeka.com/contests/7956>

IMAGES



SPOKESPEOPLE



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CLIPPINGS

Crowdsourcing community eYeka wins Eurostar, MetLife Alico and Doritos as clients

Source: <http://www.thedrum.com/>

eYeka wins new clients Doritos, Eurostar and MetLife Alico

Source: mandmglobal.com

eYeka Wins New Clients Eurostar, MetLife Alico and Doritos

Source: CampaignAsia.com

Eurostar Crowdsources Videos With eYeka

Source: brand-e.biz

Crowdsourcing Community eYeka Wins New Clients Eurostar, MetLife Alico and Doritos

Source: pr-inside.com

Crowdsourcing Community eYeka Wins New Clients Eurostar, MetLife Alico and Doritos

➔ Source: prlog.org



➔ Source: [Nikkei Digital Marketing](#)

Crowdsourcing Community eYeka Wins New Clients Eurostar, MetLife Alico and Doritos

➔ Source: [Newswire Today](#)

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.



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