

Crowdsourcing Community eYeka Wins New Clients Including Leopalace 21, ZoOSh, Mustela and AkzoNobel

The global leader in creative crowdsourcing won a string of new clients in September and October

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SUMMARY

eYeka, the global market leader in creative crowdsourcing for marketers has recently won several new clients including Leopalace 21, ZoOSh, Mustela and AkzoNobel. These brands will be leveraging eYeka's community to source innovative ideas and branded content from the world's most creative community. With these new projects, eYeka passes a milestone of 860 contests launched and €5,800,000 paid out to creators across the globe.

In September and October, eYeka and its community have brought more fresh ideas to some existing clients like KITKAT, Closeup, Duracell, Head & Shoulders, as well as new clients like Leopalace 21, ZoOSh, Mazda, Mustela and AkzoNobel, which will source creativity in various ways on eYeka:

- **Leopalace 21**, a leading apartment rental company in Japan, is challenging eYeka's community to develop attractive videos and share funny stories when young people live alone. Three best video creators will share a prize of €15,000.
- **ZoOSh**, a salad dressing brand by Mondelez, looks for sharable videos dialing up its fun and humorous personality. The community of eYeka will need to find a way to make salad dressing fun. The winners of this project will share a total of €40,000 for their works.
- **Mustela**, the expert brand in babies' skin care, challenged eYeka's community to touch parents' hearts with posters that convince them that babies' skin is fragile and needs to be hydrated carefully. The total prize pool for winning ideas is €2,500.
- **AkzoNobel**, one of the world's leading decorative paint companies, launched a contest looking for innovative ideas to assure consumers that they will achieve the best end results when decorating with AzkoNobel paints. The total prize pool adds up to €5,000.

With these new clients on board, eYeka has passed the milestone of 860 creative challenges launched on its global platform, in response to which consumers have submitted over 96,000 ideas and have been awarded more than €5,800,000 in cash prizes. eYeka's community currently has more than 336,000 creators from 167 countries across the globe.

With offices in Europe, Asia and Latin America, eYeka keeps growing its customer base among 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

Leopalace contest page

<https://en.eyeka.com/contests/9136-leopalace-21>

ZoOsh contest page

<https://en.eyeka.com/contests/9251-zoosh-pitch-the-next-videos>

Mustela contest page

<https://en.eyeka.com/contests/9171-baby-skin-is-precious>

Akzonobel contest page

<https://en.eyeka.com/contests/9121-akzonobel>

IMAGES



eYeka connects Brands and Creators



Leopalace 21



Zoosh - Pitch the next videos



How does it work?

1. **Submit your creative idea**
 You can submit your idea in any format (video, animation, illustration, etc.) and in any language. The idea should be original and creative.
2. **Share your idea with others**
 You can share your idea with others and receive feedback. You can also vote for other people's ideas.
3. **Get your idea selected**
 The winning idea will be selected by a jury of experts. You will receive a prize and the right to create a commercial for the brand.
4. **Watch your idea come to life**
 The winning idea will be turned into a commercial for the brand. You will receive a prize and the right to create a commercial for the brand.



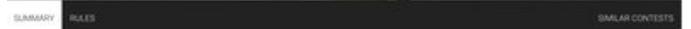
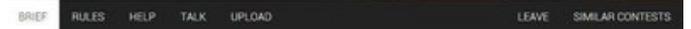
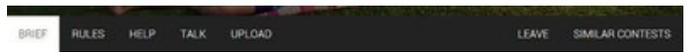
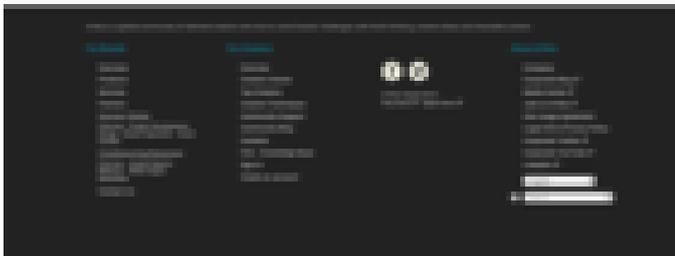
They have successfully worked with eYeka



View the list of brands

Ready to join our creative playground?

[Learn more](#) [Get started now](#)



Entertain us with the story of living by yourself!

€15,000

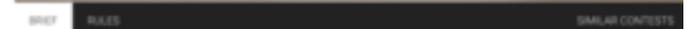
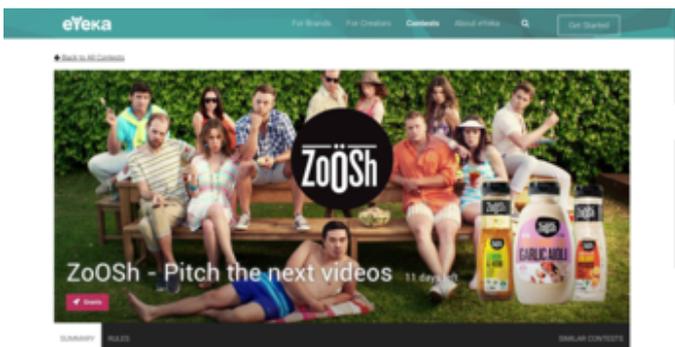
19 days left

Video - Animation

Moving out for the first time is a major milestone towards adulthood for most people and there are many feelings that accompany it. The joy of freedom, the doubt of how to get household chores done, and of course the new friendships made and old friendships changing as you move to the next stage in life.

Show us the weird and wonderful things that can happen when a young person is living their new life to the fullest in their own apartment.

Format: Video or animation - maximum 60 seconds.



Pitch us hilariously creative stories of fun and food with ZoOSH!

€40,000

11 days left

Video

ZoOSH is a fun, creative and adventurous brand of salad dressings and mayonnaise that's here to jazz up your lunches, dinners and BBQs. The aim of this contest is to select 4 finalists who will shoot their videos for ZoOSH, a brand of tasty salad dressing and mayonnaise with an attitude.

New 7 weeks:

We are looking for a series of 8 mini films, united by a common theme. After reading the brief, come up with a story that can be turned into 8 mini films and pitch it to us in a video. Please show us a storyboard (sketches, pictures) of what the scenes will look like. We will select the best ones and the brand will pick four finalists. These four finalists will receive production grants (€2000 each) to produce the 8 mini films, and pay any actors to star in them. The four finalists selected will also win a prize of €8000 each and have the chance to work with an award-winning creative director!

We're looking for work that is so great, we'd be proud to submit it to Cannes for a global marketing award!

Pitch us hilarious, creative and surprising stories that show how ZoOSH's creamy tasty attitude can put the fun back into seriously boring food.

Access the full brief, stay updated and upload your submission

Create An Account
to see content

Sign in and join contest

Show us how Mustela could be part of an essential caring moment between babies and their parents.



Brief

Context

Parents of babies mostly think that their babies' skin is perfect from birth on. They don't think that hydration is essential.

When they do hydrate their babies' skin, it's more often in the case of a rash or specific skin problem. And it's perceived as a constraint. Because it has to be done to repair the skin and because baby suffers, it's a difficult moment.

Mustela, from The Experiancee Laboratories, is the expert (brand in babies' skin care). Mustela provides expertise to babies and parents. Mustela has been doing research for 11 years and discovered that the skin of a newborn has a surprising source of strength: a unique stem cell reserve that is at its maximum at birth. This resource is vulnerable and fragile. Hence it needs to be protected, and this can be achieved easily with daily hydration with Mustela.

The range of Mustela products has recently been reinvented. They now contain an average of 92% of natural ingredients and are highly efficient for skin hydration, allowing:

- the skin cells to function perfectly, as water is the main fuel for cells;
- the skin to be protected from aggressive external factors;
- the capital of stem cells to be preserved.

But beyond its expertise and scientific approach to babies' skin, Mustela has also a strong emotional side. They believe that hydrating babies can be an occasion for a bonding moment between parents and babies. It can be a pleasure, something that comes naturally as part of the ritual, in the same way as bathing is a pleasure for most parents.

Mustela has two sides: the expertise and the emotion. Mustela would like to convince parents that hydration is essential and that Mustela is their best ally to create a nice and gentle moment.

Creative Challenge

Create an engaging poster that teaches parents and convince them that babies' skin is fragile and needs the expert hydration of Mustela.

AkzoNobel Contest Ended

BRIEF RULES SIMILAR CONTESTS

Take the risk out of painting through a great decorative journey with AkzoNobel.



Brief

Context

People want to improve their living space and create the most beautiful home. Using paint is a great way to add color and create a positive atmosphere at home.

However the risk of failure when using paint is relatively high, as people might be disappointed by the end result. Then they have to live with it, and feel like they have wasted money. This risk is often the reason people decide to drop out of the decorative journey and decide not to buy or use paint at all.

People are looking for new ways to reduce this risk in the following three areas:

1. Choose the right color, style and paint product in an often-confusing and complex sea of choices.
2. Use the paint in a way that will not fail and will therefore meet expectations.
3. Work together with and get support from the right people (painters, designers, peers, social media, etc.) to start and finish the job properly and successfully.

AkzoNobel is one of the world's leading decorative paints companies. And with decorative paint for all kinds of surfaces, they want to add color to people's lives by improving their living spaces. Currently AkzoNobel already offers people testers so they can try the color at home in advance and a digital visualization app to get an impression of how the color would look like and match with the furniture at home.

SPOKESPEOPLE



François Pétavy

François is CEO at eYeka

fpetavy



Joël Céré

Joël is Global Insights & Innovation Director at eYeka

 joelcere



Yannig Roth

Yannig is Marketing Manager at eYeka

 yannigroth

ABOUT EYEKA

At eYeka, we believe in the collective intelligence and exponential creative power of crowds. We nurture a global community of more than 320,000 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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