

eYeka Releases "The State of Crowdsourcing in 2015" Trend Report

For the first time in 10 years, a report features insights about the adoption of crowdsourcing by leading brands and companies

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SUMMARY

eYeka releases the "The State of Crowdsourcing in 2015" trend report, which used objective data to extract important insights about the state of crowdsourcing and how it is used for marketing and innovation. Prefaced by Jeremiah Owyang, founder of Crowd Companies™ and observer of the collaborative economy, the report is available for download on eYeka's website starting today.

Today, eYeka, the global market leader in creative crowdsourcing for marketers, releases the "The State of Crowdsourcing in 2015" trend report, available as a free download on its website. For the first time since crowdsourcing began in 2006, the report takes a step back to look at the evolution of corporate crowdsourcing over time.

By analyzing objective and verifiable data sources, spanning crowdsourcing activity from over 10 years, eYeka extracted important insights about the state of crowdsourcing, and how it is really used for marketing and innovation across the globe. Key findings of this report include:

- 85% of the 2014 Best Global Brands have used crowdsourcing in the last 10 years.
- The Best Global Brands are three times more likely to use crowdsourcing platforms than websites and social media for their crowdsourcing efforts.
- Fast Moving Consumer Goods (FMCG) companies increased investment by 48% in 2014 compared to 2013.
- The top three crowdsourcing users in 2014 were Procter & Gamble, followed by Unilever and Nestlé.
- The most crowdsourced type of content by the Best Global Brands is video content (45% of all initiatives in 2014) followed by ideas (22% of all initiatives in 2014).

Prefaced by Jeremiah Owyang, a former Forrester analyst, now founder of Crowd Companies™ and well-known observer of the collaborative economy, the report is [available for download](#) on eYeka's website starting today. To discuss the report's findings, crowdsourcing usage by brands and companies, or ask the authors questions, anyone can to use the

#CSReport2015 hashtag on Twitter.



RELEVANT LINKS

Download the trend report

[https://en.eyeka.com/resources/analyst-reports?
utm_campaign=csr&utm_content=1&utm_medium=act&utm_source=cpr&utm_term=en#CSreport2015](https://en.eyeka.com/resources/analyst-reports?utm_campaign=csr&utm_content=1&utm_medium=act&utm_source=cpr&utm_term=en#CSreport2015)

Preview the trend report

<http://fr.slideshare.net/Eyeka/the-state-of-crowdsourcing-2015-trend-report-preview>

QUOTES

"This report, based on a solid methodology, is a first step towards better understanding the usage of creative crowdsourcing by leading brands. It shows how brands have used it in the past, who are the major players in the field and where we are heading. Will the crowd allow resilient brands to turbo-charge their innovation efforts? Only the future will tell us, but I know for certain that we must collaborate with our customers to succeed."

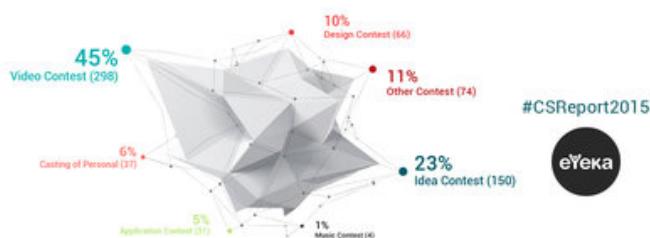
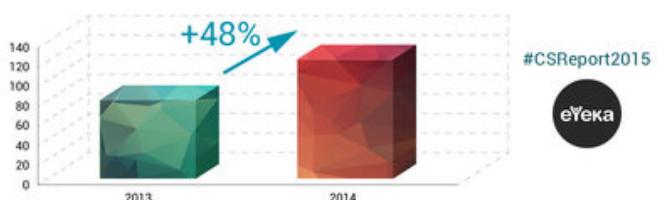
— Jeremiah Owyang, Founder, Crowd Companies

"eYeka was founded in 2006 - the same year the term "crowdsourcing" was coined. From the start, we have had the privilege to witness a transformation that started with experiments and that now has become an industry. More brands are embracing crowdsourcing every day, and the way they do so is evolving very fast. We are proud to share this knowledge with a wider audience, and we hope our observations will contribute to a better understanding of a fundamental shift in the way brands innovate, market and engage: with us, not for us."

— François Pétavy, CEO, eYeka

IMAGES





SPOKESPERSON



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François is CEO at eYeka

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Joël Céré



Joël is Global Insights & Innovation Director at eYeka

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ABOUT EYEKA

Welcome to **the World's biggest creative playground!** eYeka is an online community of over 300,000 very creative individuals active in over 160 countries. We connect brands and their agencies with our community to increase the ROI of their marketing activities by delivering relevant innovation ideas and social content that attract, engage and sell. We offer end-to-end solutions from ideation, curation, validation to amplification. And we guarantee our results! Leading brands such as Unilever, P&G, Mondelez, Coca-Cola, Nestle, Danone, Hyundai and Toyota are already in eYeka's playground. Discover how we boost their marketing ROI on www.eyeka.net.



eYekapressroom

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