

ProdigyWorks

Breakthrough Thinking that Spurs Innovation

- **Conduct** Brainstorms for Top Brands
- **Collaborate** with Creatives Globally
- **Identify** and Develop New Revenue Streams



ProdigyWorks is a unique New York-based

business-consulting firm that brings together experts and creative thinkers from around the globe to solve companies' toughest marketing and innovation challenges. ProdigyWorks recruits custom panels of specialists with creative intelligence from over 20 international markets, which they have assigned to the following categories: genius panel, expert entrepreneurs, master marketers, creative consumers, the green team, brilliant mothers, food & beverage, information technology, global networks, and healthcare. Their methodology has proven to provide breakthrough thinking for companies such as The Coca-Cola Company, Kraft, HP and P&G.

The Challenge

The success of ProdigyWorks comes from its ability to bring large amounts of highly intelligent and creative people from around the world to communicate and collaborate together. Its model is about tapping key groups and demographics to source a broader scope of ideas that might not be otherwise possible for the organization. The clients' intellectual property is always protected as all participants sign NDAs and any generated IP becomes solely the property of the client.

When it came to sourcing ideas in the most effective, collaborative environment that would not only provide a system of record but encourage and sustain participation and ease evaluation and decision-making, Prodigyworks needed an upgrade. The company had previously used an ideation platform built in-house, but was in need of a more robust solution that allowed for a bigger number of participants, more flexibility, greater customization, and the ability to scale to multiple communities. David Wynett, Managing Director of ProdigyWorks, said, "I interviewed a number of firms and landed on Brightidea, which offered the most

comprehensive collaboration solution that was available to me." ProdigyWorks works with many of the world's top brands on a variety of projects. This case study will highlight 3 engagements.

The Coca-Cola Company



Illy, an Italy-based coffee company, partnered with The Coca-Cola Company in 2009 to launch a line of premium ready-to-drink espresso beverages which had been in development for nearly a decade. Illy and Coke sought an authentic Italian name to label the product that would connote the premium nature of the beverage and resonate with various markets around the world.

Braun

Braun, the world's leader in electric shaving technology and design, recently sought to improve the way electric shavers adapt and conform to a man's face, so as to gain a leg up on the competition and improve customer satisfaction.

HP

HP, one of the world's largest technology companies, looked to extend its brand reach and create new revenue streams by identifying new categories, products and services that could leverage the HP brand and be licensed under other providers. The new brand extensions needed to be targeted to students, homeowners, and small businesses while strengthening HP's brand promise and awareness.

Industry

- Various

Challenges

- Illy: Name a new product line
- Braun: Enhance current products
- HP: Reach out to a new market with new products/services

Solution

- Illy: Access bilingual creative thinkers from around the globe with Brightidea
- Braun: Collect expert-generated ideas via a Brightidea online platform
- HP: Gather ideas from tech & licensing experts using Brightidea software

Results

- Illy: 1,181 ideas, 1 official name for new product line launched
- Braun: 229 ideas, 35 comments, 227 votes, 20 ideas in development
- HP: 433 ideas, 169 comments, 693 votes and two qualified concepts in development



The Solution

ProdigyWorks has since used Brightidea software to facilitate dozens of 'online ideation' segments of the firm's unique methodology. Using Brightidea's enterprise structure which allows for multiple communities with customizable features, custom submission forms, interface skinning, as well as permissioning and restricted access, ProdigyWorks created a centralized platform to host brainstorming for various clients. Features regularly used included attachments and embedding images in idea submissions which allowed for instant visualizations of concepts submitted. In certain campaigns, clients collaborated directly with submitters by commenting and further vetting the initial idea through more in-depth conversation and engagement. It was important to ProdigyWorks that collaboration features could be configured per campaign. For example, 'voting' and 'commenting' functionalities could be disabled as appropriate. The platform's flexible privacy features allowed for ideas to be evaluated and ranked internally by ProdigyWorks review teams.

The Coca-Cola Company

Using a network of MENSA creative writers in Italy and other creative linguists, Illy gathered over 1,000 names and rationales for the names and followed up by conducting a focused cultural review in 13 different languages on top submissions.



Braun

An online challenge was set up for Braun where 34 diverse thinkers were asked to examine the world around them, in both nature and technology,

to come up with 10 new innovations for shavers to better conform to the face for a closer shave.

HP

A customized online ideation platform was developed for HP to tap into tech-savvy consumers, brand-licensing specialists, and other experts that contributed hundreds of

ideas for new products and services relevant to the HP brand.

Results

ProdigyWorks has been able to garner thousands of ideas from custom recruited participants that result in breakthrough innovations that ultimately provide new revenue opportunities for products and globally recognized brands.

The Coca-Cola Company

Illy received over a thousand ideas, which, coupled with a second stage of hour-long qualitative interview research, led the team to agree on 13 possible names for the new product. The final name for the new espresso beverage became 'issimo', a superlative meaning 'the ultimate', which has since been successfully launched in 17 different markets and exceeded the expectations of both Illy and Coca-Cola.

Braun

Braun received hundreds of ideas from 34 creative users from a variety of professional backgrounds. Select panelists included an entomologist, mechanical toy designer, marine biologist and sculptors who were charged with looking outside of the shaving category at unique forces and innovations in nature and technology to draw analogous solutions for Braun's shavers. As a result, 20 ideas have moved over to the next stage of development and ProdigyWorks was recently invited to Germany to present the project findings to a larger cross-function Braun product development team.

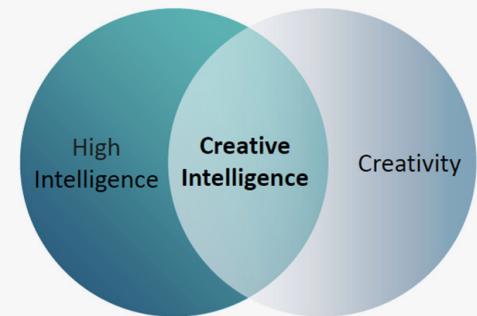
HP

ProdigyWorks delivered 11 copy-written concepts that went directly into consumer testing. Two of the concepts qualified in the testing, automotive entertainment systems and "smart" home appliances are currently being pursued in the marketplace by HP and were highlighted in a recent Wall Street Journal [article](#). HP hopes not only to move the brand into these new categories, but to create other new devices and accessories to build upon the unique brand extensions.

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Managing Director of ProdigyWorks



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