



## An Innovative Ideas Engine For The Marketing & Communications Industry

### Can You Afford To Be Traditional?

The traditional model for purchasing creative output (in the form of creative expertise, ideas and ultimately communication platforms) has dictated that the brand pay based on how many people and hours have been used in creating the end product. So it's rare that a budget allows more than two or three resources to be allocated to solving a brief. In this model, if you truly wanted to inject the new energy and diverse thinking of thousands of hungry experts, the costs would grow exponentially as new individuals lend their expertise... enter Idea Bounty

### What Is Idea Bounty?

[www.ideabounty.com](http://www.ideabounty.com) is a crowdsourcing platform for creative ideas and marketing solutions with 1000s of registered creatives ready to tackle any brief thrown at them. Basically this is how it works – A client posts a brief with a reward (Bounty) for the best solution to a marketing or communication problem on Idea Bounty. Instead of 2 or 3 creatives thinking about the problem and charging per hour, the client offers a once off incentive and contributions can grow exponentially while the cost remains the same. The client then selects their best/favorite idea and the contributor wins the 'Bounty' or reward. The whole process is protected by a robust legal framework and supported by a set of services to help the client get the most out of their brief.

### FIND OUT MORE

Heidi Schneiganz will be taking part in a panel discussion about crowdsourcing at the 2013 MRS Annual Conference, March 19th, in London.



Find/Follow Heidi

[@SnowgooseSA](https://twitter.com/SnowgooseSA)  
[42engines.com](http://42engines.com)



Heidi, or Snowgoose as she prefers to be called, is a digital native and has a diverse background and set of skills ranging from user experience design to marketing management. Currently Heidi works for tech Startup Accelerator 42Engines where she gets to engage with some pretty inspiring people to incubate, accelerate and mentor founders with amazing crowdsourcing startup ideas, brave enough to change the world.

Heidi defines herself as the consummate geek, she is never without some sort of device that allows her to be online and tweeting.

### The Offering

- \* Thousands of diverse and creative minds thinking about creative problems & challenges
- \* Potential for huge consumer insights
- \* Set costs – client only pay for ideas they like. No risk.
- \* A robust legal framework to facilitate the purchase of ideas
- \* Ability to strategically drive the brief and carry the winning idea to execution
- \* Great community engagement with a highly connected audience from over 86 countries

### The Numbers

- \* Idea Bounty Launched in November 2008
- \* Idea Bounty has over 28,000 registered creatives from over 86 countries (and growing daily)
- \* Since launch Idea Bounty has received 9500+ online mentions
- \* 3<sup>rd</sup> Party audits of the exposure gained by Idea Bounty client in the press averages out at a 1600% return in PR value alone
- \* Briefs are receiving an average of 250+ ideas each

### More About Idea Bounty?

Want to know more about Idea Bounty or just keep up to-date with what we are up to? Find/follow here:

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