



## Innovation Challenges

Innovation Challenges foster positive competition within teams, encouraging employees to pitch new product ideas or marketing strategies.



The best ideas often emerge from contests that embrace "out-of-the-box" thinking with no fixed rules or boundaries.

Running these challenges helps to build a culture of innovation and creativity, driving success for both the company and its employees.

But it doesn't stop there - consumers can also be involved in these challenges to tap into their creativity and insights.

**Here are some success stories:**



# Post-it Notes

The famous Post-it Notes were born from a 3M innovation challenge.

Scientist Spencer Silver accidentally created a weak adhesive, which was later transformed into the iconic sticky notes we know today.



# Google Maps

Originally a project from Google's "20% time" innovation challenge, where employees could spend 20% of their time on personal projects, Google Maps has become an indispensable tool in our daily lives.



# Google Maps

## *KitKat Chunky*

Nestlé's KitKat Chunky emerged from an innovation challenge aimed at creating a more indulgent chocolate experience.

The larger, chunkier KitKat bars have been a hit with consumers and expanded the KitKat product line.



# Lay's Do Us a Flavor

PepsiCo's Lay's launched the "Do Us a Flavor" campaign, an innovation challenge inviting consumers to submit their own flavour ideas.

Winning flavours like "Cheesy Garlic Bread" and "Wasabi" have successfully made it to the market.



Innovation Challenges not only spark creativity but also lead to the development of groundbreaking products that meet consumer needs and drive business growth.

We're here to support you with effective branding, communication strategies, and creative assets to make your innovation challenge a success.

**Let's turn your ideas into reality together!**



*Are you ready to unlock your  
team's innovation potential?*

Contact us today!

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