

DIAGEO

Diageo is the world's leading premium drinks business, trading in approximately 180 markets, with offices in 80 countries.

INDUSTRY

FMCG

KEY CHALLENGES

- Staying ahead of the competition in a fast-moving industry
- Tapping into the potential of employee ideas
- Engaging employees in a formal innovation programme

KEY BENEFITS OF USING IDEA SPOTLIGHT

- Supports structured, scalable and repeatable innovation programme
- Tool is easy to use
- Automatically ranked employee ideas for easy review & implementation

THE CHALLENGE

Diageo was looking for a tool to support their innovation team in generating and managing new ideas for drinks brands. Their challenge was to provide an idea generation platform and at the same time introduce a collaborative way for the team to develop those ideas. They also hoped that a tool that allowed all users to view everybody else's ideas would inspire and spark further ideas. The system also needed to manage a large volume of ideas and prioritise the best.

SOLUTIONS

Diageo used Idea Spotlight to run an ideas challenge with their innovation team. The team was encouraged to submit any ideas that they thought could provide an opportunity for Diageo — they didn't have to be fully formed ideas, just a seed of an idea that could be developed. Idea Spotlight was then used as a place for the team to see all the ideas and they were encouraged to vote, comment and interact with the ones they liked and to help develop less formed ideas. Ideas were brought to life with images and video using the built-in media tool. The algorithms in the tool meant that the most popular ideas rose to the top and helped managers prioritise which ideas to develop further.

over

60 

team members joined
Idea Spotlight



rewards and
recognition to those
who submitted ideas

RESULTS

Over 60 team members were invited to join the Idea Spotlight and contribute ideas. The collected ideas were filtered and those with potential were selected for development and implementation. Idea Spotlight made the idea generation and development process efficient and effective — and highly collaborative. The tool also allowed for reward and recognition of those who submitted ideas that were taken forward for development — therefore also bringing in a healthy dose of competition!

“ **IDEA SPOTLIGHT HELPED US GENERATE A LARGE AMOUNT OF IDEAS IN A SHORT SPACE OF TIME. IT MADE IT SIMPLE TO CHOOSE WHICH IDEAS TO TAKE FORWARD — WE COULD GAUGE OPINION FROM THE TEAM AND CAPTURE THEIR FEEDBACK EASILY.** ”

Shaun Pelser, Head of Consumer Planning:
Europe Innovation, Diageo