



BLUE GLOBE
INNOVATION CONSULTANTS

#crowdmanagement #biasconsulting

Speak to the Blue Globe Innovation Team -
please email info@blueglobeinnovation.com to find out more.

Global Crowd

global crowd

**You are the Global Crowd. Find Your Powerful Voice in the
World of Open Innovation!**



THE CHALLENGE

In Blue Globe's varied innovation work, the team has identified a particular gap in the market of innovation challenges: a diverse youth focused audience. Innovation challenges aim to tap into the power of the crowd and bring new ideas to life, but many challenge platforms struggle to market to marginalised groups and attract high-quality solvers from unexpected places. To try new strategies for marketing challenges, Blue Globe Innovation created Global Crowd, a brand-agnostic platform dedicated to promoting innovation challenges to a new audience. Blue Globe regularly uses the platform to advertise challenges from a broad range of platforms, highlighting challenges focused on data, health, science, business, and creativity. A challenge that reflected the current state of business operations and built on Blue Globe's knowledge of crafting a powerful and effective STEM-focused challenge.

BLUE GLOBE'S APPROACH & STRATEGY

Global Crowd signified Blue Globe's venturing into social media management and developing a content strategy. The development of the platform not only requires regular research into innovation challenges and the ability to create cohesive communication and branding, but a willingness to try new strategies. Using Blue Globe's in-house resources, a branding identity was developed and a launch schedule focusing on Instagram posts, Twitter and Facebook engagement, and regular blog posts and articles across platforms such as LinkedIn and Medium. Global Crowd focuses not only on promoting innovation challenges, but on providing advice and guidance for potential new solvers around the world. Regular blog posts and thought leadership articles published under the Global Crowd brand help to explain the central issues of popular challenges, offer tips for writing a submission, and help followers to develop an innovation mindset.

OVERALL RESULTS

Global Crowd is a highly successful brand and platform, with over 10,000 followers across social media platforms and high traffic to the associated website. Demonstrating a clear understanding of the future of open innovation marketing, work on Global Crowd has guided Blue Globe's media strategy with a variety of clients, helping to guide challenge design, promotion, and milestones.