

www.trunk-contest.bmw-
group-cocreationlab.com

Innovation Community BMW Trunk Contest

“It is great to see a community partnering with us to solve problems of the future mobility. It is always great to see how well the community understands our customers' needs and their mobility use cases.”

DR. MATTHIAS MEYER, BMW AG,
MUNICH, LEADER INNOVATION
PROCESS



- 💡 756 Ideas
- 👥 700 Members
- 🌸 18,856 Evaluations
- ✉ 6,931 Messages
- 💬 9,920 Comments

Innovative solutions generally result from important but unaddressed needs. Despite continuing progress customers still experience difficulties and needs that have not yet been addressed or even considered by companies.

Many customers have a deep understanding of a product, know about its pitfalls, and may even develop their own solution to overcome certain problems. In recent years, a growing number of companies in the automotive industry have become pioneers in leveraging their customers' insights and creativity through open innovation practices.

The Challenge – Developing New Ideas



Discussing ideas during the final workshop



Discussing ideas during the final workshop



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Serving a market segment with elaborated needs and requirements, BMW aims to continuously push the cutting edge of technology and innovation. The company knows that even minor improvements can be of great value to the user. The major source of insights for product enhancements continues to be the company's R&D department.

However, involving the customer into the ideation process has become an increasingly valuable method to generate additional knowledge.

In an effort to further improve the usability and security of its vehicles' trunks, BMW decided to tap into “the wisdom of the crowd” and directly ask its customers for their ideas.

The Solution – Getting Involved with the Customer

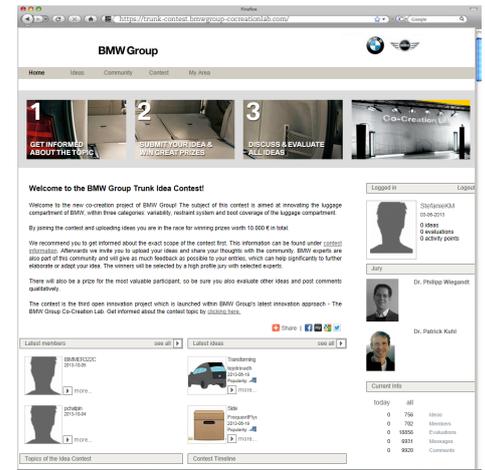
In order to provide a low-barrier environment to collaborate with a broad variety of people, BMW cooperated with the HYVE Innovation Community GmbH. HYVE's IdeaNet® technology had proven its success and reliability as an online co-creation platform in several prior projects with BMW. Since 2003, seven projects have been conducted, and 4,296 users have registered on the BMW co-creation lab. HYVE IdeaNet® allows community members to submit ideas including pictures and to comment on and evaluate each other's contributions. Multiple ideas generated in these projects have been developed and realized by the company.

Based on previous positive experiences, BMW announced a new contest in May 2013. Co-creators were challenged to submit innovative ideas on how to improve the luggage compartment of BMW vehicles, especially for the SUVs of the X-line and the Mini Country-

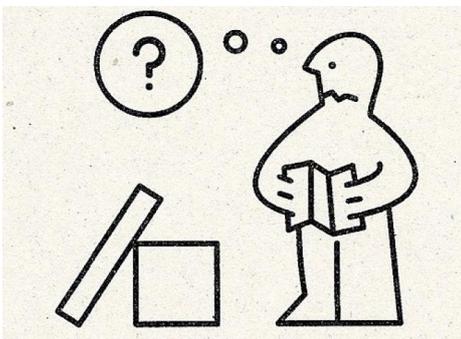
“No Idea is crazy as it couldn't be a spark for an innovative solution.”

MICHAEL HELLMUTH, SPECIALIST
PROJECTS, BMW MUNICH

man. The contest had three categories: “variability of the luggage compartment”, “load securing”, and “boot cover”. A selected group of eleven BMW employees participated as experts in the contest. After being trained in “community management” by project partner HYVE, they provided support and guidance to the community.



The Success – Convenient and Innovative Solutions

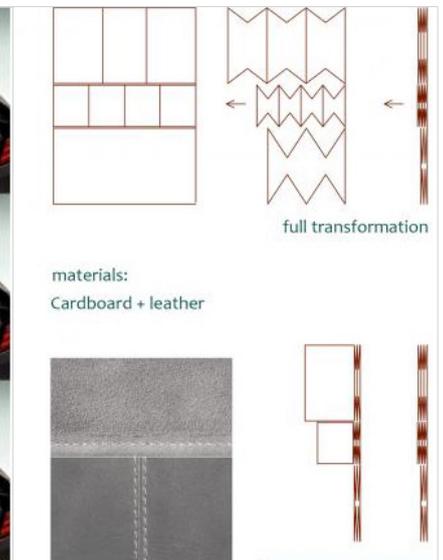
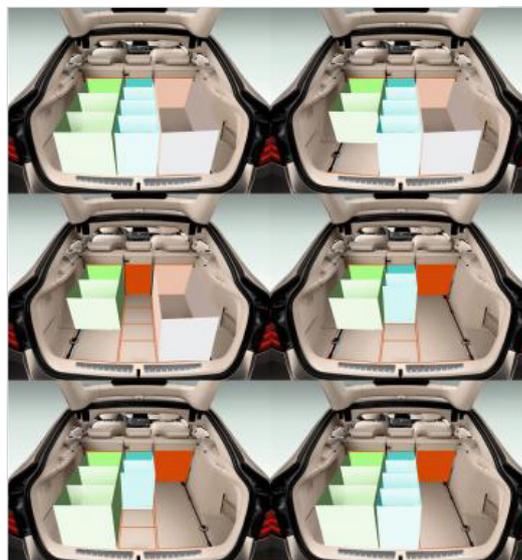


1st place: Fits or not fit? APP solution

Within only one month, 700 participants submitted 756 ideas. 6,931 exchanged messages, 18,856 evaluations, and 9,920 comments indicate the community's vivid interaction and deep engagement.

In addition, the community showed a high level of creativity. Ideas ranged from incremental changes, like a small closet in the trunk for transporting blouses and shirts without wrinkling them, to very unconventional suggestions, like integrating a black hole in the trunk for unlimited capacity. The majority of ideas were well elaborated with detailed descriptions and interesting illustrations. Participants were just as diverse as their submissions: they came from more than 100 countries and different professional backgrounds.

A jury of five BMW top managers selected the three best ideas. The three winners were awarded 5,000 Euro, 2,500 Euro and 1,500 Euro,



3rd place: Transformable organizer

respectively. They were also invited to a workshop in Munich to further develop their ideas together with BMW experts. This workshop turned out to be an exciting and valuable experience for both parties. In addition to the contest winners, the three most active community members were awarded vouchers for the BMW shop worth 1,000 Euro in total.

The winning idea by participant “Marguis” from Portugal described an app helping the driver to find out whether or not a specific box or package fits into the car. The jury praised the idea by stating “This creative idea provides

a perfect use case and is smart, clever and innovative. It suits perfectly to BMW as we always try to be up to date with innovative solutions.” After refining the top ideas during the workshop, the BMW experts forwarded them to the BMW internal predevelopment department for further exploration.

The BMW trunk contest was considered a great success by all parties involved. It generated a large variety of excellent ideas and introduced BMW's subject-matter experts to new, exciting, and partly unconventional ways to innovate.