

**CALL 2**  
**ACTION**  
**THE GRAND WORKSHOP**

**SB** 2019  
**PARIS** APRIL 23-25

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motion**  
More Meaningful Growth

# HOW DO I ENGAGE CUSTOMERS INTO CO-CREATION WITHOUT LOSING CONTROL OVER BRAND EQUITY?

*Growing implication of customers into co-creation with their favorite brands has become a norm. This workshop plans on exploring how to leverage on this trend while protecting the coherence of your brand.*

**MONIEK TERSMETTE & YASMIN KATHORIA,**  
**BUSINESS HUMANIZERS AND PARTNERS AT INNATE MOTION**

**HOW DO I ENGAGE  
CUSTOMERS INTO  
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CONTROL OVER BRAND  
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## **CLUSTERS OF DIFFICULTIES**

What are all the issues making this node a particularly difficult one? How can they be clustered so that it's easier to unlock them one-by-one?

### **Expectations**

Disappointment/ No  
meeting expectations

### **Risk**

Risk of communication crisis if  
messaging is out of company control

### **Efficiency**

Waste of time

### **Lack of clarity**

No vision driving the  
process can lead to chaos

### **Consistency**

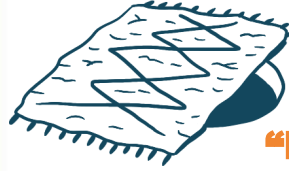
Lose control, chaos



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## **TRAPS TO AVOID**

What are the “good” bad ideas that might have been experienced but did not work?  
The “solutions” that do not resolve the issue?



### **“Briefed” co-creation**

Forced co-creation  
sessions just to tick the box

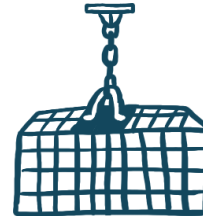


### **Rigidity** Expecting fixed outcomes

### **Unstructured Process**



Dilute ideas if we don't have  
a clear brief



### **Seeing co-creation as a trend**

Co-creation has become a  
buzzword /  
marketing trend

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## **MILESTONES TO SUCCESS**

How shall I proceed step-by-step to launch  
and deploy my strategy to untie the node?

## **EMPATHY FOR PEOPLE**



**LISTENING TO  
PEOPLE AT THE  
START OF JOURNEY**

**CHOOSE WHAT YOU  
BRING FORWARD**



In a co-creation process a lot of ideas come up. As a business or brand owner we can choose what to bring forward. It is not about the majority, but about the best idea given your strategic objectives.



**TURNING  
CO CREATION  
FROM A TOOL  
TO A MINDSET**

To build brand equity it is a good objective to not only use co creation as a tool, a process, but as a mindset in building the brand.

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## **KPIs**

How can we measure the progress in  
untying this node? What outcomes can  
be considered as victorious?

## **How co creation and creation are different**

*co-creation*



**Empathy, guided,  
building upon each  
other, generous.**

*creation*



**Free, spontaneous,  
no rules, no limits**

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**KEY SUCCESS  
FACTORS**

What are the mandatory prerequisites  
and conditions to ensure success and  
desirability of this transition?



**Reframe**

"Encourage people to contribute" is a fresh  
perspective on co-creation

**Empathy**

Practice empathy fitness to deeply  
understand people and how they  
experience the brand



**Be meaningful**

Human understanding to create relevant  
products/services for people



**Ethos**

Co-creation is not just a process,  
but also an ethos



**Creativity**

Encourage freedom of ideas

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## **BEST PRACTICES**

Who can illustrate a success story  
tackling in an original way various clusters  
of difficulties or milestones?

**Encourage  
people to  
contribute as a  
community  
e.g. Blédina**

**Encourage  
people to tell  
your brand  
stories in their  
own way  
e.g. AirBnb**





## CO-CONCEPTORS x 20 participants

**Bianca Apollonio**

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**Elisabeth Lazuttès**

**Anna Kochanska**

**Anna Kochanska**

**Madeline Pron**



# **DISCOVER OTHER WORKSHOPS' SUMMARY**

**HOW DO I ENGAGE  
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BRAND EQUITY?**

**HOW DO I RELY ON  
A TINY BRAND TO  
DRIVE THE CHANGE  
FOR A GIANT LEADER  
WHO WANTS TO  
MAKE THE SWITCH  
FOR GOOD?**

**HOW TO COMBINE  
IMPACT AND FINANCE  
WITHOUT  
ARBITRATION?**

**HOW DO I CREATE  
MORE VALUE  
WHILE SELLING  
LESS PRODUCTS?**

**HOW DO I COMBINE  
DESIRABILITY  
WITH TRANSPARENCY?**

**HOW CAN WE CREATE  
A COLLECTIVE SHIFT  
ON KEY ISSUES  
THAT RARELY ARE  
A PRIORITY?**

# CALL 2 ACTION

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