The LIDL Fan-Yogurt: A Crowdsourcing Project by Fans for Fans – Supported by innosabi crowd

This case study illustrates how a firm can effectively involve its social media community in product development, thereby optimally translating their ideas into realizable products.

Transform an Existing Community into a Fountain of Knowledge

With over 1.7 million Facebook fans LIDL has an enormous potential fountain of information about customer needs and desires at its fingertips. Until recently this pool of knowledge remained untapped. The goal of the “Your LIDL Fan-Yogurt” campaign was to transform this passive group into an active and involved community of co-developers and lay the foundation for further crowdsourcing projects.

Furthermore, LIDL’s “Fan-Yogurt” stands as a great example of a crowdsourcing project with a short development stage and high target group specificity.

The Yogurt Configurator

In order to integrate the community into a goal-oriented and creative development process, the decision was made to utilize a product configurator. This decision allowed for the necessary creative space for new and – most importantly – personal creations while following well-defined parameters meant to ensure the feasibility of any new creation. Also, the enormous size of LIDL’s social media network needed to be taken into consideration, if the crowdsourcing project was going to be successful.
7,500 Product Developers, One Month, One Yogurt

The "Fan-Yogurt" project was divided into four phases designed to produce one final, ready-for-market product concept. The kickoff for the first phase, the configurator, was in the beginning of December 2013. The co-developers had one week to cobble together their personal creations from more than 3,700 different possible combinations. By the end of the week 9,576 ideas had been submitted.

The 50 most suggested variations were presented to the community in the second phase and, after a vote, were winnowed down to 10 final variations. Then, after extensive taste testing, an expert jury consisting of LIDL employees and food and lifestyle bloggers decided which creation would be produced: a winter variation of plain yogurt nestled between a bottom layer of roasted apple slices and a top layer of marzipan bites.

In the fourth and final phase, the community was asked to help determine the name and packaging of the new yogurt variety. Then, before the end of the year, the finished product – the "Fanghurt" – was presented: a yogurt that the traditional product development process could probably never have imagined.

Crowdsourcing – Uncomplicated, Quick, and Effective

The example of "Fanghurt" illustrates how very large, unstructured communities can be incorporated into a goal-oriented development process. The configurator solution from innosabi creates a space for creative ideas, whose boundaries can be pre-defined to accommodate all feasibility issues. The strengths of this particular crowdsourcing method rest in its uncomplicated implementation, high rate of automation, and straightforward adaptability for
innosabi entwickelt Technologien, die es Unternehmen ermöglichen, ihre Innovationsprozesse für externes Wissen und kreative Ideen zu öffnen.

Mit fortschrittlichster innosabi crowd Software werden Unternehmen dabei unterstützt, interne Prozesse gezielt zu öffnen und externe Potentiale nachhaltig für die Entwicklung neuer Produkte, Services und Geschäftsmodelle zu erschließen.

Sprechen Sie mit einem Crowdsourced Innovation Experten
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Jessica Cortés
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Social Media

“The topic of crowdsourcing has been on our minds and in our meeting rooms for a long time, but we had been unable to find any concrete forms in which this method could be implemented. With innosabi’s configurator solution, we were able to gather our first useful experience with crowdsourcing and to lay the foundation for similar future campaigns. The potential of our customers to become partners in quick, need-oriented product development should not remain untapped any longer!”