



Collaboration and Co-creation: New Platforms for Marketing and Innovation

Gaurav Bhalla

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Today's consumers are more knowledgeable, networked, and vocal. For them consumption is not merely an act of buying products and services, but an expression of their creative potential. Consequently, they are demanding a say and a voice in how companies conceive, develop, and deliver value to them. It is not surprising, therefore, to hear that a large number of companies are transforming how they innovate—not only in terms of developing new products and services, but in how they are created, delivered, and supported to customers. Open Innovation thinking, where companies collaborate with suppliers, distributors, and customers to co-create unique value, is fast replacing traditional thinking that viewed innovation as a proprietary activity and marketing as a static, one-way broadcast. However, while there is significant advocacy and buy-in for collaborating with customers, there is little guidance for companies on how to undertake the journey from applause and appreciation to execution. Only reading about others' success stories – Nike, Hallmark, P&G, Mozilla, etc. – is not sufficient for helping a company develop a blueprint for themselves. In Customer Driven Innovation, strategy and branding consultant Gaurav Bhalla presents a concrete framework to help companies systematically and effectively design and implement collaborative innovation programs with their customers that can be applied in both business-to-business and business-to-consumer contexts. The authors describe how today's technologies allow companies to create dynamic dialogues with their customers through shared networks, virtual marketing techniques, and blogs to develop deeper relationships that reinforce brand loyalty and ultimately drive growth. They challenge traditional approaches to market research that measure "customer satisfaction" from a rear-window perspective, and help companies and their customers look forward instead.P>

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