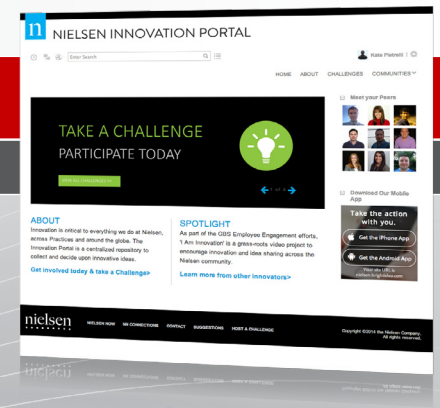


- **Flexible** platform that is at the same time intuitive to use
- **Accessible** and visible whenever senior management needed the information
- **Tangible** highly qualified idea submissions that are detailed and results-focused



## Background

Nielsen provides market intelligence worldwide in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties with a presence in 100 countries with 36,000 employees. Through the commonly cited Nielsen Ratings, they are the definitive source for measuring popularity and cultural relevance around the world. They provide their clients with the most complete understanding of consumers and markets available.

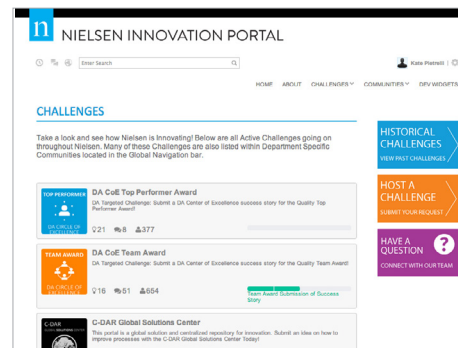
## Business Challenge/Opportunity

Nielsen knew that innovation is the key to success, in both what a company creates and how its ideas are marketed; however, Nielsen was experiencing difficulty defining “innovation” within the company. They needed a better way to effectively triage ideas, prioritize and roadmap innovations.

Nielsen’s internal innovation program had grown organically for three years, despite the lack of an accessible, easy-to-understand software platform. Ann Marie Dumais, Planning & Governance Director at Nielsen, explained, “We weren’t there as a company, we were

trying to do it on our own [using only Sharepoint], and we learned the hard way.”

As Nielsen’s innovation program grew more complex within the company, they needed a better way to increase employee motivation and willingness to participate in topic specific Challenges. For those already participating, they needed an easier way to manage and measure participation across programs in terms of which types of programs drove more ideas. These metrics couldn’t be put together behind the scenes. They needed to be frontline, accessible and visible whenever senior management needed the information.



## Solution

Nielsen approached Brightidea to implement a flexible, customizable and autonomous platform that was at the same time intuitive to use. Dumais said, “We actually asked Brightidea not to train anyone to see if people with different background and skills could manipulate and navigate through the system, and we made sure that they could.”

“The Brightidea platform has enabled better management and prioritization of ideas for Nielsen.”

ANN MARIE DUMAIS

Planning & Governance Director at Nielsen

## Industry

- Global Information and Measurement

## Challenges

- Way to effectively triage ideas, prioritize and roadmap innovations.
- Way to increase employee motivation and willingness to participate in campaigns
- Metrics designed to be visible whenever senior management needed the information.

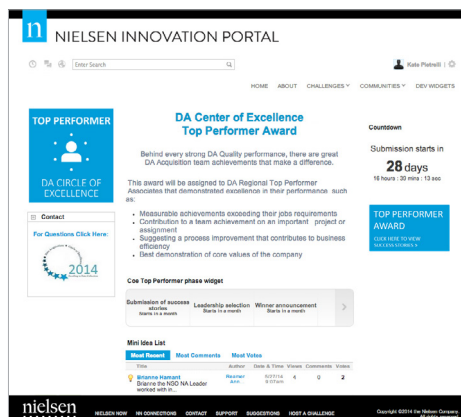
## Solution

- Run a series of 10-15 “Challenges” at any given time all year in specific identified categories across all business units.

## Outcomes

- 500 highly qualified idea submissions per quarter
- 1,000+ Ideas
- Millions of documented hours saved

Over the course of 2012, Nielsen moved their model to a dedicated innovation group that manages innovation initiatives across the organization. A team of three innovation program managers provides business unit stakeholders “the highway” to drive innovation best practices, guidelines, tools and direction on how to run an optimal program.



Now the company runs a series of 10-15 “Challenges” at any given time all year in specific identified categories across all business units. Challenges are innovation projects centered on a topic and objective, and can be run in short term sprints or run all year long. One example of a Nielsen innovation Challenge is the Ideation Contest, where employees search for creative ways to go paperless.

Using this model, the business unit stakeholder is able to easily create Challenges through a systemized WebStorm building process. WebStorm allows Nielsen to gather and manage ideas from employees, customers and other resources within the Brightidea platform. Each individual manager is accountable for evaluating all submissions and driving additional participation through incentives. The main objectives are to have employees feel that their voice is heard and ensure open communications with

employees participating. Throughout the process, employees are informed with every status change and where their idea is in the process flow.

## Results

The Brightidea platform has enabled better management and prioritization of ideas for Nielsen. The program has grown in adoption tremendously over the last few years, and now they are able to produce over 500 highly qualified idea submissions per quarter that are detailed and results-focused.

As a measure of the program’s success, one of the key Challenges that Nielsen runs is called “Cycle Time” and is centered on saving time. The ideas cover various functions, groups and individuals throughout the organization. This key Challenge is run quarterly and annually, and measured against business revenue or quality or cost on the backend. Beyond actual time saved, this Challenge pegs time saved directly to the business impact of revenue generated or costs saved. In 2013, Nielsen was able to save four million hours documented across all teams within Nielsen. At the same time, Challenges related to new product development have generated ideas that are now in incubation or proof of concept mode.

“As Nielsen’s innovation program grew more complex within the company, they needed a better way to increase employee motivation and willingness to participate in Challenges.”

ANN MARIE DUMAIS

Planning & Governance Director at Nielsen



For an online demo and more information contact Brightidea today at 415-814-1387  
<http://www.brightidea.com>