

# Crowdsourcing ways to drive traffic, two companies team up

Hiring Bounty, which makes use of crowdsourcing as a recruitment tool, and Idea Bounty, which solves business problems by tapping into the creativity of the masses, are working together to find the best and most creative idea to drive traffic to the recruitment site.



On 11 November 2012, Hiring Bounty posted its brief on Idea Bounty, offering a \$1500 bounty for the top five ideas submitted.

"We're really excited about this project," says Daniel Neville, MD of Idea Bounty. "Our briefs typically get over 300 quality ideas from our community and we're looking forward to seeing how they solve this new challenge."

"We know that crowdsourcing is an effective mechanism of reducing costs, through efficiency, and massively increasing effectiveness. Immediately after the brief went live it was clear to see how Idea Bounty achieved its status as a global leader," says Greg Schneider, MD of Hiring Bounty.

## Top performing ideas

Launched in August 2012, Hiring Bounty had placed over 10% of the positions available on its platform, within the first month of operations, reportedly at 40% of what traditional recruitment agencies would charge for the same placement.



Idea Bounty is a crowdsourced idea generation business with an international community of over 30,000 creatives who provide solutions to hard-to-solve marketing and communication briefs. Ideas submitted by the community are rated and ranked by the client. Of these, the top performing ideas are purchased from the creative, by the client, and implemented by that business.

Start-up accelerator 42Engines owns both businesses.

Interested individuals have just until the end of January 2012 to submit their best suggestions on [www.ideabounty.com](http://www.ideabounty.com).