

Be paid for your ideas

Idea Bounty.com continues to drive innovation as Castle Lager picks US\$4000 winner and Breadline Africa launches brief.



Idea Bounty aims to allow clients to reach out to a global creative audience to generate innovative marketing and communication ideas. The latest brand to source a winning idea is Castle Lager.

Castle recently announced the winner of the 'Project: the boys together' brief and Dylan Ferguson has US\$4000 for his winning idea. Dylan's idea 'Castle Score' stood out as the clear winner to brewer's call for ideas to activate their long-running sponsorship of South Africa's national soccer team.

The brief called for ways in which the brand can leverage their sponsorship of the national team ahead of the 2010 World Cup. Idea Bounty's global community of more than 2950 creatives was the answer to source innovative and diverse thinking for this key sponsorship ahead of South Africa hosting the world's biggest soccer event.

On his motivation for contributing to the brief Ferguson said 'Castle is a great South African brand which easily sparks a bit of inspiration and if you add that to the opportunity that Idea Bounty offers to stretch the mind strategically (not to mention the potential US\$4000), it's all the motivation you need.'

"It certainly did come together when we gave our football sponsorship brief to the folk at Idea Bounty. Their platform has exposed us to a plethora of great ideas and more than a little insight into how the world views our brand. We definitely look forward to future interaction with the very capable team over there," says Charl Bassil, executive brand manager Castle Lager

A first

Breadline Africa, the first charity to host a brief on Idea Bounty, is offering US\$1500 for an innovative online fundraising idea. Breadline Africa is a charity established to help the poor and vulnerable to help themselves and break the cycle of poverty in Africa.

Matt Riley, co-founder of Idea Bounty says, “We are really pleased to mark our sixth month of business with a brief that focuses on helping a really worthy cause. We are going to make Idea Bounty even more accessible to charities and NGO's going forward. Our business is based on the contributions of our creative community so we feel it is important to try and give back.”

Marianna Boguslavsky, online marketing manager for Breadline Africa, commented: “We are hoping for innovative, dynamic and well thought out ideas. We believe Idea Bounty is a fantastic online vehicle for tapping into the knowledge and talent of all the brilliant creative minds out there.”

Submitting a big idea is easy. All you need to do is visit www.ideabounty.com, register yourself as a creative, and get cracking. The best idea will snatch the coveted bounty!

For information, please contact the Idea Bounty team.

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