

## Interview participants

### Firms

**Michael Blankert**, Consumer Engagement Manager at PepsiCo<sup>i</sup>. Blankert was actively involved in the first PepsiCo co-creation-type campaign in Holland; Lay's 'Maak de Smaak'<sup>ii</sup>. This cross-media project was an open call to all Dutch consumers to come-up with a new flavour. The campaign is now one of the biggest and best-known co-creation/crowdsourcing campaigns in Holland, and won the 2010 NIMA award<sup>iii</sup> for customer-oriented entrepreneurship.



**Martijn van Kesteren**, Consumer Insights Manager at Unilever<sup>iv</sup>. Within Unilever Van Kesteren consults on marketing strategy and market research within the product categories ice-cream and beverages. He was involved in e.g. an online research community for Ben & Jerry's fans<sup>v</sup>, aimed at connecting and generating new consumer insights.

**Johan Sanders** is Innovation Manager at Sara Lee<sup>vi</sup>. Sanders was indirectly involved in co-creation projects for Senseo coffee<sup>vii</sup> and Pickwick tea<sup>viii</sup>. The Pickwick 'Dutch Blend', launched in October 2010, was the result of a collaboration between Pickwick-Hyves members and experts from the firm. The co-creation aspect was communicated in the nationwide advertising campaign.



### Agencies



**Ingrid de Laat**, Co-creation Consultant at RedesignMe<sup>ix</sup>; an agency specialized in co-creation to generate new insights, product ideas or designs. De Laat translates firm's challenges to creative assignments for teams of consumers and experts. RedesignMe works with firms such as Sara Lee, Albert Heijn, Honig and Schiphol.

**Ruurd Priester**, Strategy Director at Lost Boys International (LBI)<sup>x</sup>; a full-service agency that creates online strategies and campaigns for client firms such as Anne Frank Stichting, ANWB, Interpolis en Nuon. Priester's starting point is user-centred thinking and focusing on creating complete consumer experiences.



**Tom de Ruyck**, Sr. R&D Manager at Insites Consulting<sup>xi</sup>; a full-service marketing consultancy and research agency. De Ruyck is an expert on innovative research methods such as chat, blog research, online brainstorming and co-creation communities. He has worked on co-creation projects for Kraft Foods, Telenet, Friesland Campina and Heinz.

**Johannes Gebauer**, Team Manager of HYVE Innovation Community<sup>xii</sup>. HYVE is a German innovation agency that constructs, manages and engages online communities in firms' innovation processes. Gebauer has done consumer involvement projects for e.g. Henkel, Tchibo and Swarovski.



### Academic



**Prof. dr. Will Reijnders**, professor and director of the Executive Master of Marketing Program at TiasNimbas Business School<sup>xiii</sup>. Besides that, Reijnders takes part in supervisory boards for various institutions and is a management consultant. His expertise is mainly on strategic marketing issues such as client value creation and cross channel marketing

## More information

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<sup>i</sup> <http://www.pepsico.nl/>

<sup>ii</sup> <http://www.lays.nl/pers/>

<sup>iii</sup> [http://www.nima.nl/inspiration/marketing\\_awards/nima\\_awards/](http://www.nima.nl/inspiration/marketing_awards/nima_awards/)

<sup>iv</sup> <http://www.unilever.nl/>

<sup>v</sup> <http://blog.insites.be/?p=2799>

<sup>vi</sup> [www.saralee.com](http://www.saralee.com)

<sup>vii</sup> <http://www.libelle.nl/category/senseo-testpanel/>

<sup>viii</sup> <http://www.pickwick.nl/dutchteablend/>

<sup>ix</sup> <http://www.redesignme-cs.com>

<sup>x</sup> <http://lbi.lostboys.nl/>

<sup>xi</sup> [www.insites.eu](http://www.insites.eu)

<sup>xii</sup> <http://www.hyve.de/index.php?lang=2>

<sup>xiii</sup> <http://www.tiasnimbis.edu/Index.aspx?objectName=FacultyPersonDetails&psn=2807&type=all>