

Benefits

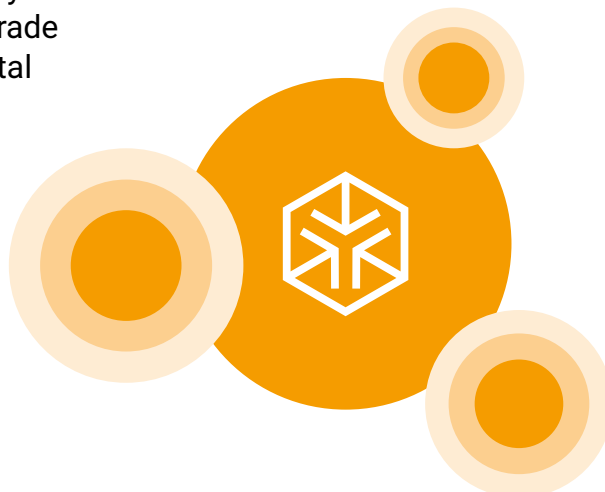
of ISPO Collaborators Club for Ingredient Brands

Engaging with Open Innovation offers ingredient brands three great opportunities: They can achieve wide reach within their targeted consumer demographics, gain access to potential customers, and come into direct contact with consumer experts.

Every Open Innovation project is promoted extensively within the relevant target group, while the ISPO and trade fair network also offers substantial reach within a vital target group: consumer experts.

For Toray, three projects resulted in:

> 7,000 applications
173 selected testers
416 test reports
490 images
2,278 comments



Viral + Social Reach

Our community is made up of qualified users who also act as multipliers. Product testers do not only share their experiences within the projects, but with their friends and social media followers too.

ISPO Reach

Countless editorial articles on our news portal at ispo.com (average monthly reach: 623,570 page impressions).

PR + Media Reach

Established media partnerships facilitate marketing via editorial coverage and advertorials.

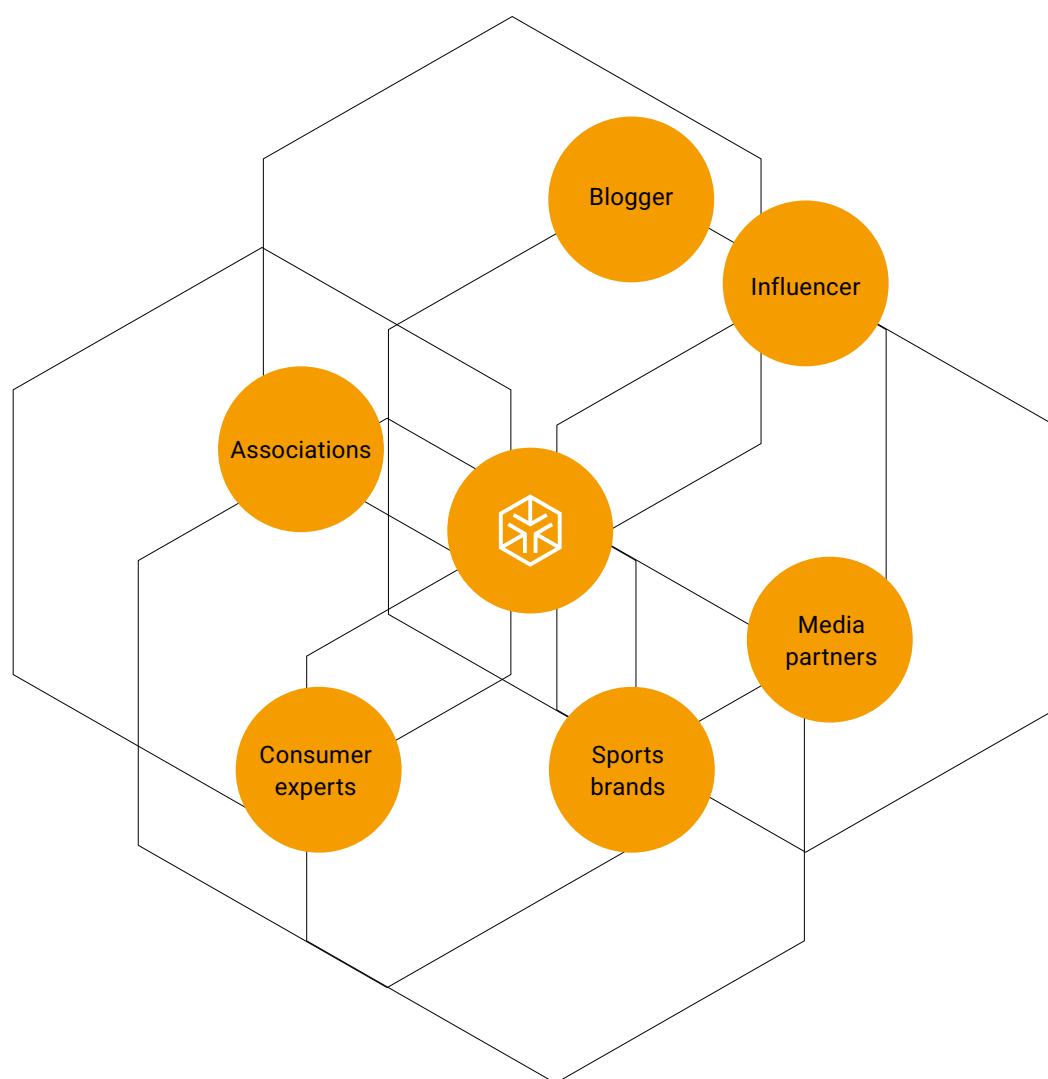
Access to new potential customers

As the largest international sports business network, ISPO has extensive access to industry contacts. Ingredient brands can gain indirect access to this network, with ISPO supporting them in the acquisition of potential project partners. This is particularly advantageous as potential customers are encouraged by honest and direct feedback regarding the quality of the product from consumer experts.

For Toray and CEP, it has been a win-win situation. Toray and CEP are still working together today.

“ It is through the Open Innovation project that we came in contact with Toray. And it is there that we had the chance to be directly convinced by the quality and the effectiveness of the product and to further optimize the concept together. Our customers are just as excited as we are. ”

CEP, Jochen Seitz, Product Manager



Direct exchange with consumer experts

The platform makes it possible to enter into direct exchange with consumers who have a particularly high level of interest in innovations and new products. As part of a kind of forum, new ideas and product features can be discussed with consumers.

The targeted selection of the tester and developer group guarantees high quality respondents.

“ We have four managing directors, three in the company in charge of Research, Engineering, Branding, while the other is outside – the consumer. ”

Florian Miguet, CEO & Co-founder clim8

Do you want to evolve and test new products together with our users? Our qualified community at ispo.com/collaborators-club is looking forward to new exciting projects and new tasks.

Contact us to arrange a free initial consultation: innovation@ispo.com