

## VILLEROY &amp; BOCH

## TABLEWARE FOR THE YOUNG AT HEART

## LEGACY LEADERS IN A FRAGILE ARENA

A heritage company dating back to 1748, **Villeroy & Boch** is among the world's largest and most respected producers of premium ceramics, from bathrooms and kitchens to tableware collections. With a history stretching over two-and-a-half centuries, the brand is nonetheless innovative, **constantly**

**updating their products and designs to stay relevant** and thrive in a competitive marketplace. For their tableware sector in particular, Villeroy & Boch **keep up with rapidly changing consumer behavior** by leveraging ideas that attract new and younger customers.



*"We never imagined that our call for product design ideas would result in a whole product world - including a film series - that allows customers to immerse themselves in the Villeroy & Boch Kiddy Collection."*

– Ernst-Albrecht Klahn, Director Corporate Marketing, Villeroy & Boch

## COLLABORATION IS CHILD'S PLAY

The gift-giving business is booming, and **unique items for children are in high demand**. To build on this trend, Villeroy & Boch sought ideas for their new Kiddy Collection, **a product line of tableware for kids** aged 18 months and under; over 18 months; and more than 3 years. In a private project, the brand invited

jovoto's imaginative community to crowdstorm a concept for the new collection. The brief was twofold: Participants could choose to create **an entirely new product range**, or a **decorative design for a set of predetermined items** including a plate, mug, bowl, and accessory.

## SET-UP

**Private Project**

The 5-week global crowdstorm was a private NDA project, visible only to invited creatives.

**Participants**

The top 10% of jovoto's creatives (approx. 8 000) were invited to submit ideas.

**Prize Money**

A total of €13 000 was awarded, including 4 client's choice awards and 8 community prizes.

## WINNING IDEAS



**The Adventures of Chewy**  
by Lauri Särak (Estonia)



**Animal Friends**  
by Oxelot (Mexico) and Corina Rosca (Romania)

## RESULTS

On **jovoto.com**

**143**  
participants from  
37 countries

**4 563**  
votes & 2 845  
comments

**103**  
entries & 855  
idea variations

Villeroy & Boch's **implementation**



Villeroy & Boch **realized and expanded on two ideas** from the crowdstorm and launched "The Adventures of Chewy" and "Animal Friends" as part of their **Kiddy Collection in summer 2016**.

Ambiente **Trade Show**



Villeroy & Boch **presented the winning designs at the Ambiente Trade Show** (Frankfurt, February 2016).

## MULTICHANNEL STORYTELLING

Of the selection of impressive submissions, two were chosen by Villeroy & Boch to be realized. "Animal Friends" injected an **interactive ingredient** with a design that revolves around putting a cute pig, panda, or monkey nose onto the face of the child when they take a sip. "The Adventures of Chewy" created and depicted a **brand mascot**, Chewy the hamster, in various colorful escapades. The team

at Villeroy & Boch were so inspired by Chewy's adventures that the concept was then developed to add a female companion, Lily, and made into a series of videos that engage kids and their parents. Adding the crucial element of storytelling, the **animations help strengthen brand identity** and **open up additional customer engagement channels**.

*jovoto is a platform connecting global brands with 80 000 creative professionals.*

**FIND OUT MORE AT [jovoto.com](https://jovoto.com)**



## Contact Us

**Conradin Sonnenberg**

Creative Strategy

[csonnenberg@jovoto.com](mailto:csonnenberg@jovoto.com)

+49 (0)30 802 08 78 - 10