

Research: Co-creation

In his research, Van Zijll Langhout distinguishes nine different forms of co-creation:

- Media content/ user-created content: this concerns users providing media with copy and footage. Example: Youtube.
- Development programs soliciting user input, such as Audi's Virtual Lab (for Audi's new in-car entertainment system).
- Design contests, such as the HEMA Ontwerpwedstrijd (Design Contest).
- Advertising: having viewers/consumers design advertising themselves, with one example being Converse, which had up and coming directors produce videos.
- Communities, such as LUGNET (Lego users group network) and iPod Lounge.
- Mods: gamers modifying computer games, as in the case of Counter-Strike.
- Open-source software, such as Apache (Web Server), Linux and Mozilla.
- Review-based: customer feedback on websites, as on Amazon, but also on dpreview.com.
- Customizing: brands offering customers the opportunity to customize a standard product, such as Success (diaries) and ING's personalized bank card.

Apart from list examples of co-creation, Van Zijll Langhout also looked at critical success factors. From the supply side perspective, he concludes that co-creation is most likely to succeed for brands with a strong outside-in vision, as well as for brands that are more status-sensitive. On the customer side, co-creation needs customers to actually have the need to express their wishes, and they must have confidence in the co-creation process.

Reference(s)

Zijll Langhout, J. van (2007), Het merk gedemocratiseerd (de geschiktheid van consument en bedrijf voor co-creatie) [The Democratised Brand (consumer and company suitability for co-creation)]. MBM dissertation, EURIB, Rotterdam. *

* : available in the EURIB library.