

Press Release
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KKLD* runs successful Web 2.0 innovation initiative for Bayer

Creative agency KKLD* with head offices both in Berlin and New York will support Bayer to drive forward innovations as the company commits itself to Open Innovation. All employees will now be involved in the development of new services and products through the development of new Web 2.0 tools.

KKLD* developed a software-based Ideation tool for Bayer in 2009 which enables employees from across the world to develop common innovative ideas. KKLD* also designed and implemented the associated global communications campaign. The Open Innovation Initiative has now been running at Bayer since 2006 under the name "Triple i: inspiration, ideas, innovation." Together with KKLD* an Ideas Initiative focusing on "Women's Healthcare" has recently been implemented.

Employees from all departments worldwide and whatever their role within the company, have had the opportunity to input their ideas for this business sector using the tool developed by KKLD*. And totally in the spirit of Open Innovation, employees from all hierarchy levels worldwide can see, assess, comment on and further develop the ideas that have been entered. Therefore initial feedback comes from employees, duplicates are avoided and ideas are jointly further developed and refined.

In the *Women's Healthcare* business sector questions around women's healthcare were considered such as: "What new products do women want?" and "What is your view of women's health in the future?"

According to Dr. Tim Wintermantel, Innovation Manager at Bayer, "Our business is driven by innovations and if we do not innovate we will not remain competitive. Therefore the creativity of all employees worldwide is of great importance. And in order to harness this in the best way possible, we require modern tools. KKLD* has developed a state-of-the art application for us through which we are providing for the first time, not only the opportunity to submit new ideas, but also to further develop them in discussions."

Within the remit of the Open Innovation Initiative over 100,000 employees worldwide have been requested to submit their ideas. The Markboard, a see-through snowboard, is one idea that made it to the market.

And Bayer continues to place its confidence in KKLD* as the pharmaceutical company has commissioned the creative agency to further develop the Open Innovation Tool for 2011. In addition KKLD* manages other Bayer Ideas Initiatives worldwide including the associated communication campaigns. These include both print and online communications and also workshops and innovation events.

About KKLD* (<http://www.kkld.net>)

KKLD* is among the most innovative agencies in digital marketing. For more than five years the creative agency has been advising its customers on marketing and communications strategy, and is responsible for the conceptualization, design and implementation of global advertising and social media campaigns across various media. KKLD* has headquarters in Berlin and New York and focuses on the development and support of global social media sites. It serves as lead agency for a broad portfolio of clients, including the worldwide social media activities of BMW Group brands BMW, BMW motorcycles and MINI. Its own start-up www.architizer.com launched recently in New York with Marc Kushner has rapidly become the leading global social network for architects and interior designers.

The creative agency, winners of numerous prizes and awards, composes its cross-media concepts in the advertising, digital and event fields in cooperation with designers, digital experts, musicians, architects and producers. Among its best known customers are names like MINI, BMW, BAYER, Cervélo, Finland Institut, Thomas Cook, Fujitsu Siemens, Lufthansa and Sage.

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About Cervélo (<http://www.cervelo.com>)

Cervélo is a Canadian bicycle maker founded in 1995 by Phil White and Gérard Vroomen. Cervélo has since become the world's largest maker of time trial and triathlon bikes and one of the leading manufacturers of high-performance racing bikes. In 1996 it produced the first carbon frames weighing less than a kilogram that were compatible with mass production techniques.

In 2009 Cervélo became the only bike maker to maintain its own racing squad, the Cervélo TestTeam, which is currently enjoying a successful run in the Tour de France. Among the big names on the team are Tour de France winner Carlos Sastre, 2009 Green Jersey winner Thor Hushovd, Heinrich Haussler, Xavier Tondo and Theo Bos.

At the Olympic Games in Peking more than forty top athletes competed on Cervélo cycles, including the winners of three gold, five silver and two bronze medals.