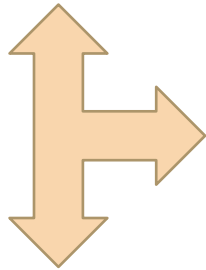


Viacom18's innovation portal: The Big Belly

#LETSDOTHIS

The search for a vendor...

Global Scope



Process

Criteria

1. Clientele and nature of past assignments
2. Media clients
3. User testimonials
4. UI quality and design competence as demonstrated of past projects
5. Quality of Proposal submitted (including innovative features)
6. Team Credentials
7. Commercial considerations
8. Perceived ability to deliver basis timelines
9. Ability to offer turnkey solutions, without relying on third party support
10. Perceived USP
11. Perceived support quality
12. Affinity towards V18 work culture

Build up to launch

Working with key stakeholders

- IT, Comms, Legal, Finance, Commercial, CLT

Key aspects

- Authority Vs Influence
- Shared purpose, openness
- Alignment of calendars (quorum)

Launch

Power of informal networks

Support from LT

Tech solution is placed 'on' the crowd and culture

Communication Plan

- Employees are your best ambassadors
- Comms plan:
 - What worked: Food, eccentric creatives, Click through mailers, Townhall
 - What didn't work: Installations, Some props



Akshay Wadhwa

My Inbox

8

Terms of Use

Sign-Out

THE *Big Belly*



VIACOM 18



Home

Winners

Challenges

How It Works

Dashboard

Administration



The Big Belly is hungry!

Why let your eureka moments fizzle out when your ideas have so much potential?

Have a yummy idea that can impress?

Bounce it off The Big Belly!

EAT.
SLEEP.
INNOVATE.
REPEAT.



Activity Stream



124

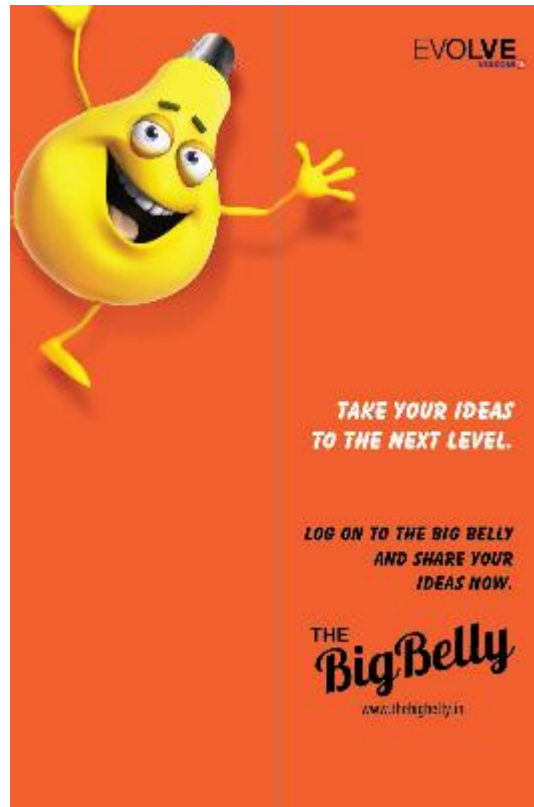
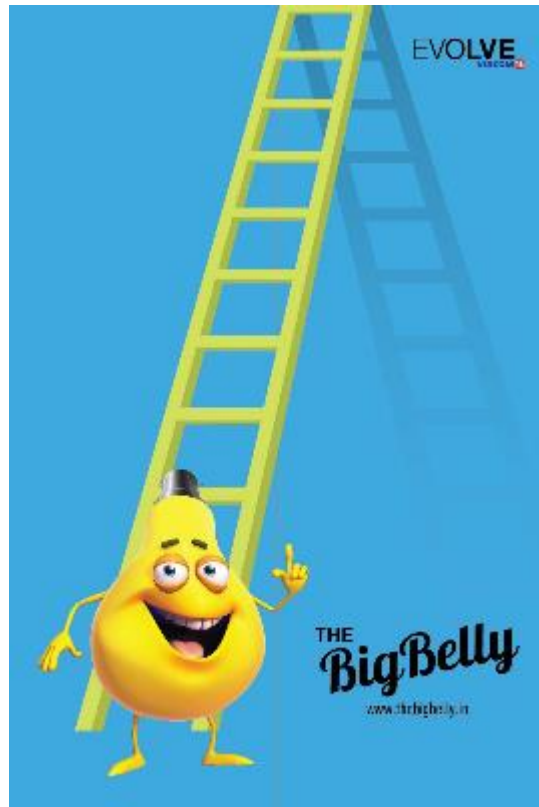


Current Challenges

A PACK OF ALMONDS WAS KEPT AT EVERYONE'S DESKS



THE BIG LAUNCH- Creatives on elevators



SUSTENANCE- THE BIG BELLY GOT HAPPY WHEN FED!



EVOLVE
viacom18

THE
Big Belly

***SPARK YOUR IDEA NOW
AND WIN EARLY BIRD PRIZES!***

**You cannot afford to miss this chance.
Submit your idea by Friday, 11th September
and stand a chance to win an exciting prize
if it's amongst the first 10 ideas to move to the next level.**

👤 Share 👤 Collaborate 👤 Vote 👤 Comment 👤 Win
Click here to share your ideas. Use your Viacom18 credentials to participate.

...AND SOMETIMES A LITTLE ANGRY...



EVOLVE
VIACOM18

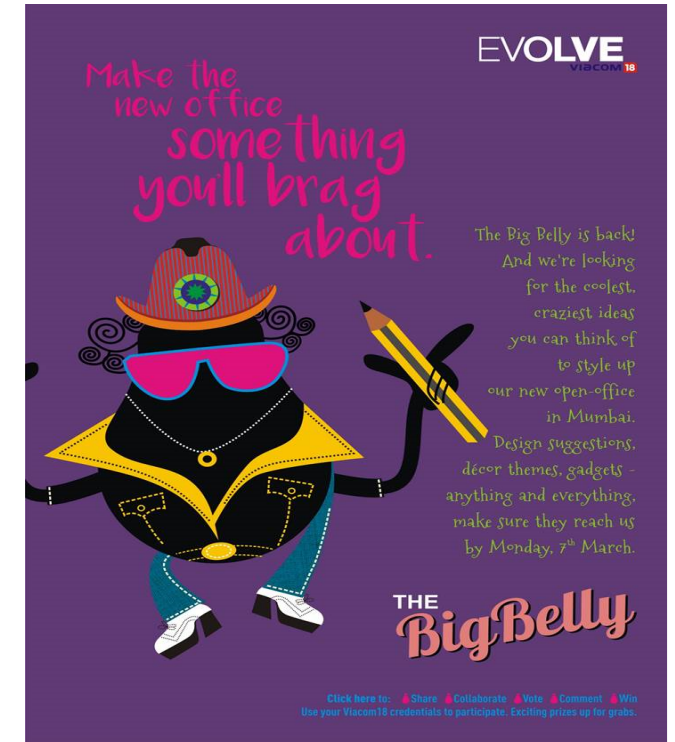
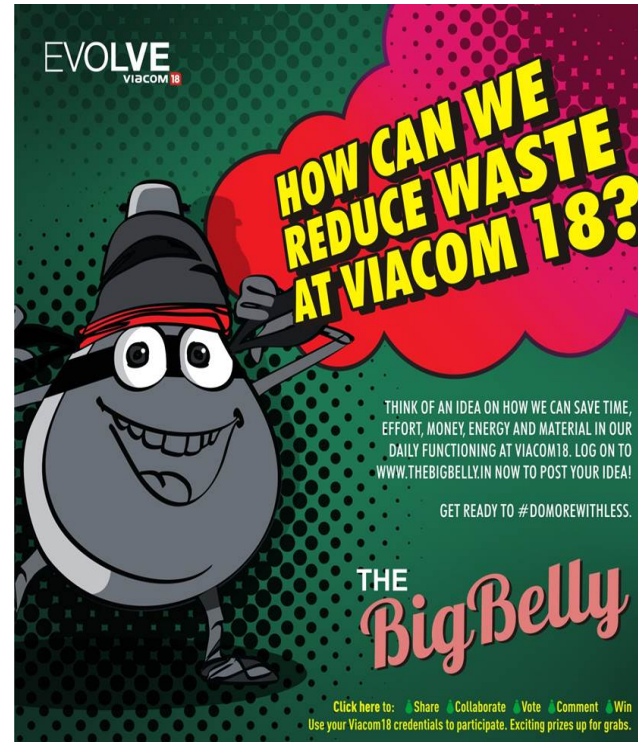
THE
BigBelly

***HOW LONG DO I WAIT
FOR YOUR IDEA?***

**Almonds, cookies, bubble wrap, note pads...
how much more should I help you with your ideas?
Now it's time for you to BYOI - Bring Your Own Idea!**

👤 Share 👤 Collaborate 👤 Vote 👤 Comment 👤 Win
Click here to share your ideas. Use your Viacom18 credentials to participate.
Exciting prizes up for grabs.

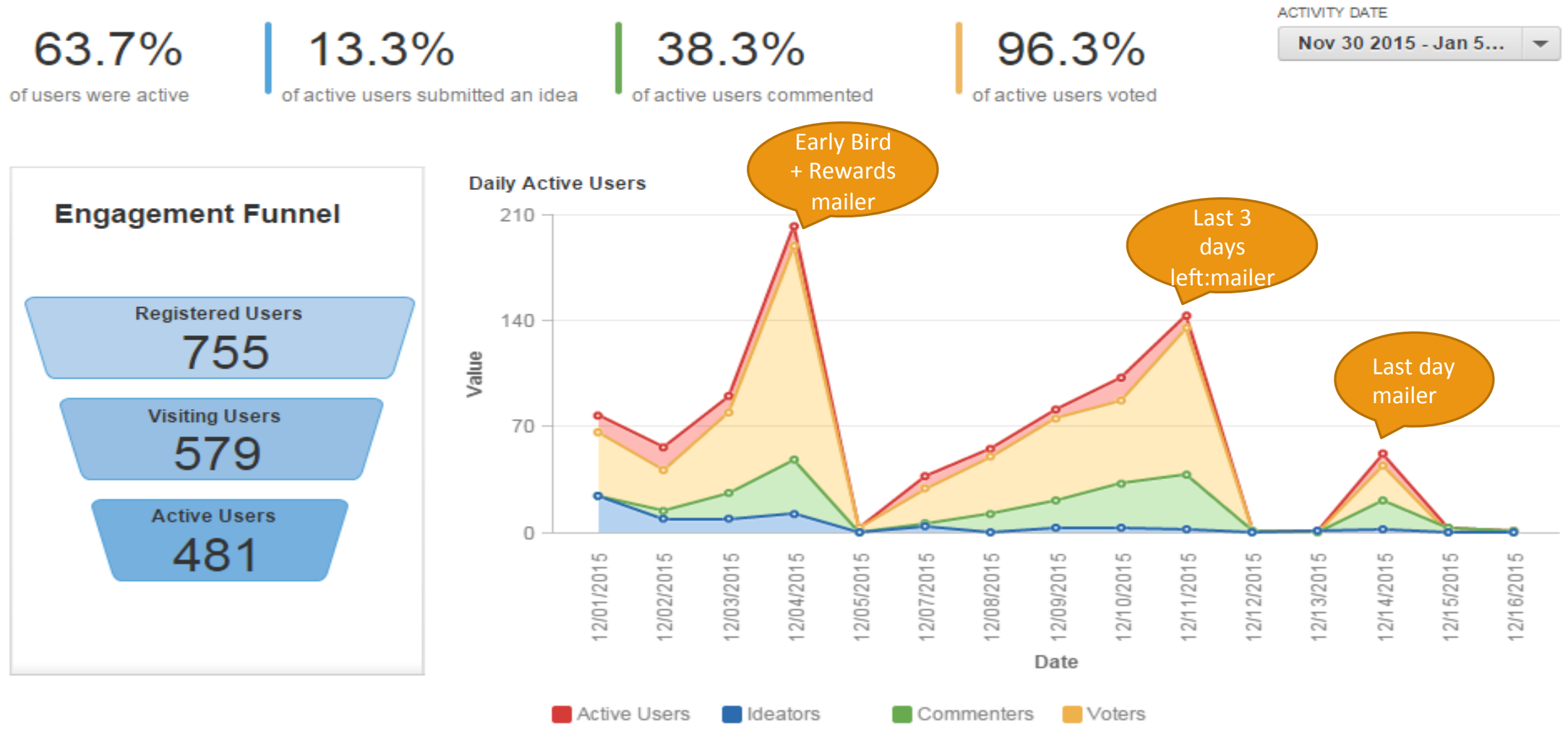
Launch mailers used during the innovation program at Viacom18



Launch mailers used during the innovation program at Viacom18 (contd.)



The Big Belly: Overview (indicative of Challenge)



Registered Users: Include the users from CLC

Visiting Users: Have not necessarily participated in an activity

Active Users: Have participated in at-least on activity e.g. vote/comment/idea posted

Challenge 1 Vs. Challenge 2

Challenge 1

- Ideas:102
- Votes:1003
- Comments:586
- Views:5212 (duplicated)
- 64 unique idea submitters
- 15 ideas had team members

Challenge 2

- Ideas:72
- Votes:1476
- Comments:530
- Views:4933 (duplicated)
- 64 unique idea submitters
- 12 ideas had team members

140 new users were created during the course of Challenge 2

How has V18 engaged with V18 on The Big Belly?

Arranged in order of decreasing number of ideas submitted →

IDEAS→	Dep A	Dep B	Dep C	Dep D	Dep E	Dep F	Dep G	Dep H	Dep I	Dep J
COMMENTS↓										
Dep A										
Dep B										
Dep C										
Dep D										
Dep E										
Dep F										
Dep G										
Dep H										
Dep I										
Dep J										

Key

No. of comments	Colour Shade
0	
1--4	
5--9	
10--14	
15--19	
20--24	
25--29	
30+	

- **Almost all** of V18, commented on ideas from **all** other clusters
- For all clusters, **maximum comments** came from their **own teams**

Upcoming challenges: Tentative themes

Org-wide challenges

Process
Efficiency

V18's CSR
agenda

Open
challenge

Health &
Fitness

BU-specific

Viacom18
Values

External
advertiser
challenge

Creativity
in Content

V18's
Digital
initiatives

What do we focus on next?

- Ensure **efficient implementation** of winning ideas
- Streamline the **idea-bank management** process
- Prepare an **ROI framework** for Innovation@Viacom18
- Drive higher idea origination in **outstation offices** (<3% of outstation workforce)
- Drive higher collaboration *across* teams

Document ends here
