

Creative brief attractiveness shaping creative crowdsourcing contest outcomes: a comparison between “top” and “average” contributors

Vellera Cyrielle

Toulouse School of Management

stéphane salgado

Toulouse School of Management - Université Toulouse 1 Capitole

Jean-François Lemoine

Université Paris 1 Panthéon-Sorbonne

Yannig Roth

Optee

Cite as:

Cyrielle Vellera, salgado stéphane, Lemoine Jean-François, Roth Yannig (2023), Creative brief attractiveness shaping creative crowdsourcing contest outcomes: a comparison between “top” and “average” contributors. *Proceedings of the European Marketing Academy*, 52nd, (114053)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Creative brief attractiveness shaping creative crowdsourcing contest outcomes: a comparison between “top” and “average” contributors

Abstract

Getting the most valuable customers to actively participate in creative crowdsourcing contests (CC contest) is increasingly crucial. To fill this gap, this research extends the crowdsourcing literature by developing a theoretical model among how creative brief shape CC contests outcomes. Based on two studies, including unique multi-source data (archival, attitudinal, and behavioral data), this research investigates the pivotal role of an understudied variable: creative brief attractiveness and its antecedents. For this, we compare two categories of participants: “top” contributors, who won at least one CC contest, and “average” contributors, the rest of the active crowd who have submitted to at least one contest but have never won. This paper provides several unique contributions to the CC literature: (1) brief attractiveness plays a mediating role in the relationship between key CC contest antecedents and outcomes (creativity and participation) ; (2) the brand relationship quality, the task variety and the platform experience are the main drivers of brief attractiveness ; (3) the drivers to leverage “top” contributors’ engagement in creative contests are the capacity of the creative brief to propose appealing contests and the possibility to compete with multicultural participants, while they pay less attention to the brand relationship quality, the prizes or the variety of tasks required to participate and (4) conversely, the “average” contributors (vs. “top”) are more likely to engage in a CC contest if they perceive the brief attractive.

Subject Areas: *Branding, New Product Development and Launch*

Track: Innovation Management & New Product Development