



BRINGING IDEA WORKSHOPS ONLINE  
2015

**nosco**

# THE CLIENT

Billabong is a world known maker of surfboards, clothes and a wide range of other products related to the surfer lifestyle. Billabong's products are sold in more than 11.000 stores around the world.

# THE CHALLENGE

Billabong's challenge was to increase sales during Christmas in their 55 stores in Australia. They wanted the stores to share best practises in order to exploit sales and promotion opportunities at this important time of year.

# THE SOLUTION

Billabong launched a short and intense Nosco Idea Campaign , focused on the subject: "Ideas to drive better sales in your store over Christmas"

Every Billabong employee was given access to Nosco, enabling them to upload photos, video and text, describing their best ideas for new sales activities as well as examples of Christmas sales activities that they had used with success in their stores.

The campaign was also a competition, rewarding the author of the best idea with free Corona beer for one year, and the runner up with a surfboard.

# THE RESULT

The idea campaign attracted a lot of interest from employees and motivated them to work together in order to win the competition.

Billabong collected numerous Christmas sales ideas and examples of best practices.

The new powerful catalog of Christmas sales ideas was widely used by the stores and most importantly, sales increased compared to the previous year.



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A SOCIAL PLATFORM FOR IDEAS

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