

British Petroleum (BP) - Marketing

Using the wisdom of the crowds

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Tools: Wiki

Technology: Confluence, custom Java code, virtualised hosting infrastructure

Number of users: N/A

Industry: Corporate

Keywords: wiki, Intranet, marketing, innovation, community, competition, idea-generation

Timeframe: 2006 - present

Executive Summary

The global energy company BP run an internal awards program - the Beacon Awards - to recognise and reward innovative marketing initiatives. They wanted to enable all their marketing employees from across the world to participate easily in the process of submitting innovative ideas and help identify potential winners. To this end, we built an online platform to facilitate the awards process and provide an informal knowledge sharing application to which up to 6,000 non-technical users could contribute, and this gradually became an important element of BP's marketing intranet all year round.

Case

Stimulating grassroots innovation and workforce collaboration in BP Marketing

It is increasingly important for large global companies like BP to find new ways of promoting and rewarding innovation internally. In the case of the Beacon Awards our challenge was to:

- ▶ showcase hundreds of employee marketing ideas
- ▶ promote a discussion of the ideas
- ▶ let people vote for and shortlist the best ones
- ▶ allow senior staff to act as judges with a minimum of effort

To meet these needs, we developed an internal online platform that could be accessed by BP's marketing employees globally.

Encouraging participation by using collaboration tools

We built a communication hub using the Confluence enterprise wiki platform, where all the entries could be easily categorised and browsed. BP's worldwide marketers could vote for and discuss their favourite entries through the platform. There was also a dedicated blog for editorial content that would update people about the latest changes and the progress of the award. The blog was further enriched by a series of podcast interviews and videos.

We customised the wiki platform to meet the specific visual design and functional requirements of BP. The application runs within the global BP intranet environment and is thus very secure.

Sustained interest in marketing innovation within BP

BP has seen a continued interest in sharing marketing success stories within the company, long after the actual "award event" was over. All the marketing case studies remain online as a searchable shared archive of marketing excellence from around the world.

The company continues to use the wiki platform to host global online initiatives internally - the platform benefits from high user uptake thanks to its easy to use, participative interface and intuitive workflows.

Screenshots

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John Manzoni announces People's Choice

Added by Lloyd, last edited by Lloyd on Oct 16, 2006 (view change)
Labels: video, winner

I was really grateful to John Manzoni for making time in his busy schedule at the R+M Leadership meeting to announce the winner of the people's choice.

After a mad dash across town and some feverish editing, here's the video:

OCTOBER 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Next steps
People's Choice Voting
Now Closed

So - hearty congratulations and much dancing up and down to the Lubricants team for the BP Distributor Business Management System!

And commiserations, but well done nonetheless to LPG China for their submission on "How to attract more than 250 new customers every day" which came in second place and



2006
beacon awards



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Highlights

- ▶ 2006 Winners
- ▶ 2006 Finalists
- ▶ 2006 Shortlist
- ▶ 2006 Applications
- ▶ 2005 Winners
- ▶ Multimedia
- ▶ Blog Archive

Categories

- ▶ Consumer/Customer Insight
- ▶ Customer Management
- ▶ A & P Spend
- ▶ Non-Traditional Media
- ▶ Achieving ROI
- ▶ People's Choice

Labels

Your way to tell us how these ideas might be used in BP:

- ▶ popular labels
- ▶ all labels

Vote for the People's Choice Award

It's your chance to judge this year's finalists for the first People's Choice Award. You must be registered and logged in to participate. There's only one vote per employee so choose wisely. If you want a reminder of the entries, check out the 2006 Finalists on the menu to the left and then return to this page to cast your vote by selecting your entry below. Finally, please feel free to tell us in the comments section of the weblog what was special about the entry that won your vote. The voting closes on Saturday morning and the winner will be announced on Monday 16 October by John Manzoni here on the Beacon Awards blog.

Finalists Are:

- Zip to Bean : A Successful Customer led Brand Transition
- LPG Low income offer - Cleaner, safer, affordable energy
- Development of Financial Risk Products Platform Delivers Organic Growth
- Insights are too valuable to be left to the marketing function!
- How to attract more than 250 new customers every day
- International Key Account Management Drives Dynamic Brand Growth
- BP Distributor Business Management System
- PTA-NDC Joint Value Offer to Nan Ya
- Putting your money where your mouth is - Workshop Advocacy Program (WAP)
- Wild Bean Cafe : Adopt and adapt the best
- Removing the guess work from media investment decisions
- Bet and win : consumer promotion in a B2B business model
- How BP Retail Ran The Amazing Race -- and Won
- High Impact alternative marketing on the EDGE!
- A Place Of Our Own - Los Ninos en Su Casa
- The hills are alive with the sound of ... BP Ritument