Echantillon de cas EDHEC OPEN INNOVATION (2012-2019)

Company	Challenge	Company	Challenge
Accenture	Revolutionize the 2020 customer journey with intelligent automation	La Poste	Imagine innovative commercial communication solutions for the luxury industry
Air liquide	Transforming market food waste	La redoute	Build an online sensory experience
BNP	Design a climate physical risks assessment kit	Lactalis	Suggest merchandising innovations in retail stores to make milk more appealing to the millennials
Bonduelle	Develop vegetable products consumption in quick service restaurants	Le Bon Coin	Develop offline presence of Leboncoin.fr
Bouygues Telecom	Imagine new call management applications	Leroy-Merlin	Develop a voice application for Leroy Merlin
BUTAGAZ	Design an innovative energy package targeting 18/25-year-olds	Libertrip (Startup)	Define the new travel agent (for tailored trips)
Carrefour	Design the convenience store of today for tomorrow's customer needs	L'Oréal	Reinvent the hairdressing experience for the 20/35 years old
Casino	Evaluate potential for a new generation of packaging	Mazars	Reinvent the integration process of experimented new hires @Mazars
Christian Dior Couture	Make the one-timer clients buy again	Michelin	Social media opportunities
Crédit agricole	Imagine new insurance services with connected objects	Microsoft	Design the future of Surface for students
DAILYMOTION	Increase global brand awareness	Mondelez	Recruit 15-25y for Granola brand
Danone	How to reduce the impact of Evian comsumption on the environment.	Neovia	How to develop centric relation with consumers of animal proteins and anticipate or reply to their needs (Granador or RoyalHorse)
Dassault systèmes	Build a 7-days program to boost an IoT startup on a global scale	Orange	Conceive a Digital collaborative community for co-creating Cloud Services with Small & Medium Enterprises
DBApparel	Create business models for consumer D.I.Y experience of mass personalization	Schneider Electric	Imagine a Personal Transportation System for Tomorrow's Smart Cities
Decathlon	Spread out "Personal Coach" on the tennis planet (Artengo)	So Local	Design a journey integrating So Local services and IOT for home or personal health
Deloitte	Design a dynamic & mobile Innovation Lab	SOMFY	What type of parking solution can Somfy make for the sharing ecomony?
Dentsu Aegis media	Develop Adidas France World Cup Communication plan	Sony	Leveraging products and content ecosystem
Etam	Recruit millenials(16-25 yo) customers without social media	Sopra Steria	Make a connected home available to all
Groupe Renault	Dacia community activation	Tata communications	Video collaboration go-to-market strategy
Groupe Rocher	Boost customer acquisition through digital	TBWA	Create tomorrow's travel for SNCF
Groupe Seb	Seeling a techno advanced Tefal Iron through Amazon	TF1 Games	Create a NEMO Action-Game for 4/8y old Kids
Happy chic	New life for recycled garments	Ubisoft	Make e-sport appealing to mass-market audience
HENKEL	Grow got2B into a beauty mega brand for millennials	Unilever	Modernizing the Alsa brand and recruiting new buyers
Ingenico	How to improve payment experience in self-service petrol stations ?	VENTE-PRIVEE	Design the most attractive delivery experience
La banque postale	Boost awareness and image on snapchat	Volkswagen Groupe France	Increase client's loyalty to our workshops