



SUCCESS STORY

SMART TREND SCOUTING WITH ITONICS CROWD

Street credibility: How DMK Group collects food trends and inspirations worldwide

About DMK Group

With around 7,700 employees at more than 20 locations in Germany, the Netherlands and other international hubs, Germany's largest dairy cooperative processes milk into food of the highest quality.

The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream and health products. Brands such as MILRAM, Oldenburger, Uniekaas, Alete and Humana have earned the trust of

consumers at home and abroad, making the company an established player in its home markets and selected target markets around the globe.

As one of the largest suppliers to the German food retail industry with a total revenue of 5.6 billion euros, DMK Group is one of Europe's leading dairy companies.

7,700
employees

20
locations

5.6 bn €
annual revenue



"For us, ITONICS is not only a software provider, but an expert in all areas of innovation and trend management. Together we design, test, and implement innovative concepts – such as ITONICS Crowd."

– David Reinhardt, Manager Innovation & Digital, Corporate Strategy, DMK Group

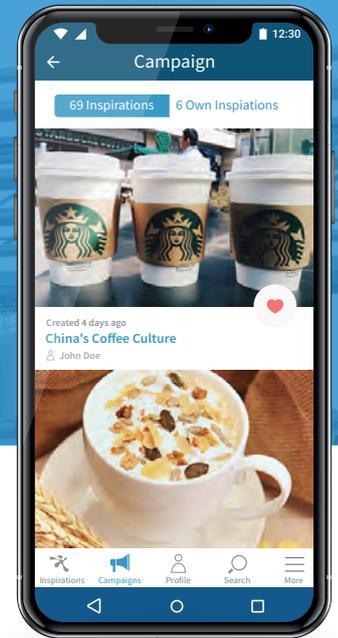


Figure 1: Scouted trends and inspirations with ITONICS Crowd

THE CHALLENGE

Worldwide and efficient trend scouting in various trend metropolises

Market situation

- Fierce international competition
- New food trends on a daily basis
- Different food trends in different regions
- Changing customer habits and needs
- New business models changing the market situation

THE MISSION

Direct and digital connection to trend scouts for more efficiency and the collection of worldwide trend signals

Internal situation

- No own worldwide trend scouting network
- Partially internal trend scouting activities and partially outsourcing of trend scouting activities to third parties
- Time-consuming manual aggregation and documentation of trend scouting results in static documents
- Limited resources in trend management

OBJECTIVE

Digital and transparent trend scouting worldwide!

"With our trend management platform and the connection to a worldwide community of trend scouts, we can now respond more quickly to changing consumer needs."

– Monique Veesser, Manager Innovation, Corporate Strategy, DMK Group

THE SOLUTION

Worldwide network of trend scouts via ITONICS Crowd

In an exclusive cooperation with the crowdsourcing experts at **Streetspotr**, ITONICS Crowd offers access to a community of **over 500,000 trend scouts worldwide**. They collect trend information quickly and easily via their smartphones in various metropolises.

Qualification of the trend scouts

In order to select the right scouts in the network for the **topic of nutrition and food trends**, a screening takes place within the community. Therefore, scouts in the **selected trend metropolises** answer various questions on the topic and collect relevant trend information as examples. The best trend scouts are awarded a virtual badge and are then available to the DMK Group for this and future **trend scouting studies**.

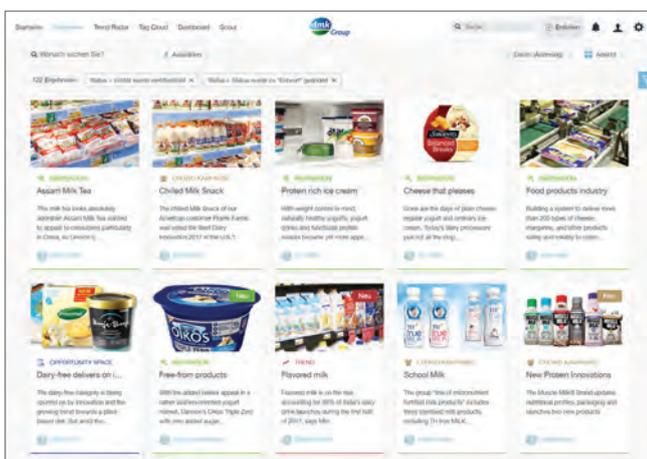


Figure 2: Display of results in ITONICS Radar

Trend scouting

Once the study design has been set up, each trend scout receives a **briefing and a questionnaire via their smartphones**. The trend scouts have one week to answer it.

The trend scouts monitor their environment and describe which food areas are particularly innovative or what generally connects people in their metropolis with dairy products. In addition, the trend scouts provide **targeted inspirations** for new products, packaging or advertising in form of photos, videos, and textual descriptions.

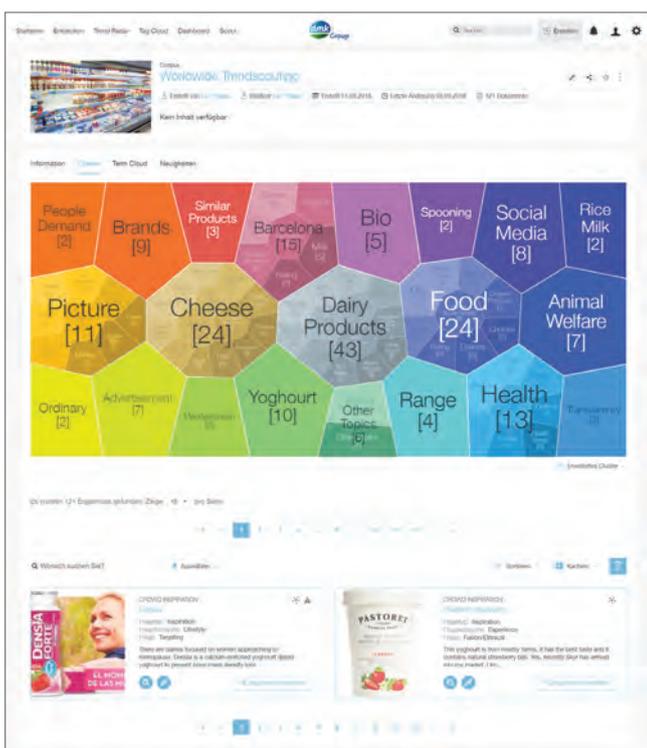


Figure 3: Analyzed results in ITONICS Scout

Aggregation and analysis of results

At the end of the field time, all trend scouting results are automatically transferred to the **collaborative online platform ITONICS Radar** for further analysis. The imported results are then analyzed with ITONICS Scout - a **big data tool**.

At a glance you can see which **new trend topics** have been identified across all scouting results. Using **various filter options**, individual trend cities can be selected and the results obtained can be analyzed separately.

With just one click, relevant results can be **linked to existing trend topics or campaigns** on the online ITONICS Radar platform.

"The partnership offers us direct access to qualified scouts within the framework of ad hoc studies and deep dives with added value. What also distinguishes ITONICS from large consultancies or software houses is the competent and personal way in which projects are planned and implemented together.

– Kristin Mitlewski, Manager Innovation & Trends, Corporate Strategy, DMK Group

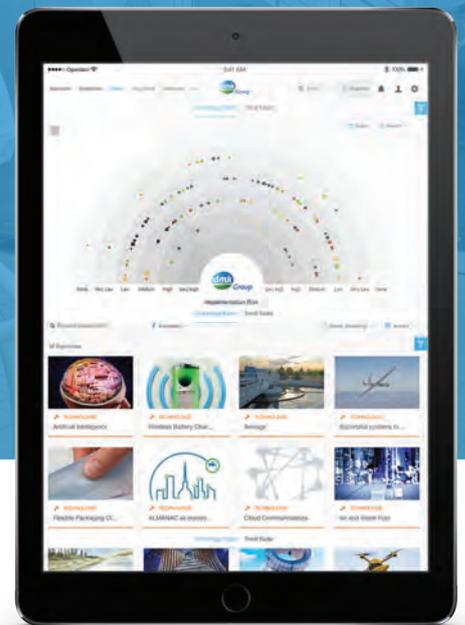


Figure 4: Rated trends in ITONICS Radar

THE RESULT

Trend scouting at DMK Group - Faster. Digital. More transparent.

FASTER

- The entire trend scouting process from the first briefing to the final analysis of the results was **reduced significantly**.
- Within **four weeks, 450 inspirations for 30 food trends** were scouted in several **trend metropolises**. The first conclusions about trend developments could be drawn immediately after the beginning of the field time.

DIGITAL

- **All scouting results** are available in **digital form** which enables automated analysis and further processing.
- Intermediate results of the study can be called up at any time by means of an **automated import of the results**. If necessary, readjustments can be carried out at short notice.
- **Semantic analyses** and the **digital linking** of results to trend topics considerably reduce the manual effort involved in trend scouting.

TRANSPARENT

- All trend scouts are **qualified in advance** with regard to food trends and nutrition.
- The scouting process can be ideally **controlled via incentives**. **Sociodemographic data** on trend scouts allow better interpretations of the results.
- **Individual results** can be traced back to the respective trend scouts at any time.

OUTLOOK

- The introduction of ITONICS Crowd was an important step towards DMK Group's mission of a **direct and digital connection to trend scouts** for more efficiency and the collection of worldwide trend signals.
- **Further ad-hoc studies** for individual business units with ITONICS Crowd have already been launched. The aim is to identify further use cases for crowdsourcing in innovation management.

450+
inspirations

for

30
food trends

in

4
weeks

About ITONICS

ITONICS is the leading provider of software solutions and services in innovation management. Founded in Nuremberg in 2009, the company employs around 100 people at four locations.

In addition to its headquarters in Nuremberg, ITONICS has offices in Germany (Berlin), the USA (New York) and Nepal (Kathmandu). ITONICS' end-to-end approach enables an integrated innovation process on a single web-based collaboration platform.

Why ITONICS

- **Strategic approach:** The ITONICS methodology and tools link strategy, innovation, and execution and can be managed by a small team.
- **Perfect match:** The customizable software modules can be configured to your individual needs. We guarantee the perfect fit to already existing best practices within your organization.
- **Partnership for excellence:** Bring your innovation management to the next level! Our best practice workshops, periodic health checks, benchmarks, and training sessions guarantee a sustainable and world-class innovation management.
- **Global engagement:** We manage and operate global open innovation challenges and enable worldwide

With the modular software suite, companies can design and manage their entire innovation strategy. By combining profound industry know-how and scientific expertise, ITONICS creates the conditions for the development of disruptive innovations and sustainable strategies.

Large and medium-sized companies worldwide rely on ITONICS including Audi, CISCO, DZ Bank, INTEL, PepsiCo, Siemens and Total.

technology and trend scouting projects. You can trust our vast industry expertise that ranges from automotive to chemicals, defense, fashion, financial services, and FMCG to governmental agencies and research institutes.

- **Trust:** As a leading provider of services and software solutions in innovation management the protection of your data assets is one of our major obligations. Getting certified in ISO/IEC 27001:2013 underlines this ongoing endeavor.
- **24/7 support worldwide:** You can rely on our team of experts 24/7 and receive individual support and advice.

Our Customers



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