

# WiSo Slogan Contest – What it is all about and how it works



## The Science behind it

The process of the WiSo Slogan Contest is inspired by the concept of Innovation Tournaments, characterized by Ulrich & Terwiesch<sup>1</sup> as well as a by various case studies of successful innovation and idea tournaments. The basic theory behind the concept is that a vast amount of ideas from a large number of people increases the chance of finding a truly outstanding idea. However, the challenge is to identify the best idea. That's where the tournament comes into effect. Much like a sports competition, the ideas compete against each other and only the best ideas make it to the next round. In the final round of the contest, the winning idea(s) are identified.



## Who can participate?

Every member of WiSo! No matter what your function is at WiSo, whether you are student, employee, or alumni: you can bring in your own ideas of what might be a fitting slogan or claim.



## How to submit ideas?

Sharing a slogan idea is easy! We have created an online tool with a simple, 3-step submission process. Everyone is invited to be as creative as possible. Feel free to share any kind of concept for a slogan, even unconventional ones! We treat all submissions anonymously.



## The two goals of the WiSo Slogan Contest

1. We want to find a concise & contemporary slogan that describes the WiSo faculty and achieves the following:
  - Communication of the WiSo brand to the outside world
  - Identification of all internal stakeholders with the slogan
2. The ideation process itself should serve as a vehicle to initiate a discussion on what working/studying/teaching at WiSo is all about!



## How does the contest work?

When all submissions are collected, everyone has the chance to participate in rating the quality of each idea in the first round. The results are then analysed and a fixed quota of the highest rated ideas proceeds to the next round.

In the 2<sup>nd</sup> round, an interdisciplinary panel of experts from multiple stakeholder groups within WiSo meet in a workshop to discuss the results and identify trends. In this phase, they prepare a shortlist of the most outstanding concepts.



## What happens with the voting result?

The ideas that reflect the opinions of all members of WiSo will be handed over to the Dean and will be used to sharpen the WiSo mission & profile.

