



*"The ideas are priceless! Almost every one of the ideas had a kernel that will be expressed to our guests."*

**Jeff Diskin**

SVP of Global Consumer Marketing,  
Hilton Worldwide

## Case study – Hospitality

### Hilton Worldwide

Hilton is always seeking new approaches to increase the sense of community for its guests. And the Innovation Challenge was just the new approach they were looking for.

#### The Challenge:

Hilton wished to target a group of young, forward-thinking individuals who were familiar with the Hilton brand and family of hotels. Additionally, Hilton desired a broad range of concepts from a geographically diverse group of future business leaders. It was also important that Hilton had on-demand, web-based access to all of the ideas generated during the competition, and that each idea was pre-screened by a group of highly qualified innovation professionals to surface the most promising concepts.

#### A Skild Solution:

Hilton was invited to submit its question in the Innovation Challenge. This allowed the company to engage nearly 400 top-performing MBAs from around the world to tackle this issue. Students were encouraged to visit a local Hilton or franchise hotel, research the company's current efforts to foster a community among its guests, compile their most innovative thoughts, and submit their best concept for judging. Hilton's only task was to define a challenge question and await results. Idea Crossing marketed the event, managed contestant registration and communication, accepted structured submissions, recruited judges and facilitated the judging experience through the Skild® evaluation interface.

#### Benefits to Hilton:

**Ideas** – Hilton retained ownership of over 80 new approaches to develop a sense of community among its guests.

**Expert Evaluation** – each plan was graded with both a quantitative score along with a set of individualized comments which shed additional light on each concept's viability, strengths and weaknesses.

**Emotional Connection** – participants immersed themselves in the Hilton brand for several weeks while constructing their submissions and every student felt the effect of the Hilton Hotels Corporation on their MBA experience.