

Open Innovation Challenge

List of cases 2026



COMPANY	CASE STUDY
AMAZON	Design a innovative solution that identifies Kidult products, auto-curates franchises, enables scalable merchandising, and delivers premium customer experiences for adult toy fans.
CAPGEMINI INVENT	Design an outdoor cultural event for 500 people that is decarbonized and inclusive, integrating innovative solutions and delivers an engaging participant experience before, during, and after the event.
CARREFOUR	Develop innovative communication levers to ensure customers clearly spot and engage with our very low-price offer.
DANONE	Reinvent baby milk bottle preparation.
DELOITTE	Re-enchant the post-sale experience in luxury watchmaking to elevate the customer segments and attract a new generation of collectors;
EY	Boost EY's go-to-market strategy by leveraging AI to enhance customer acquisition and lead generation.
INETUM	Design a practical solution that enables responsible AI governance in consulting, combining processes, tools, and KPIs into an actionable framework.
GROUPE CASINO	Identify and define what services the Casino Group could offer to its Monoprix and Franprix franchisees to boost the profitability of their stores.
LACOSTE	Build a relevant & powerful strategy to launch the newly created smart casual product pillar.
L'ORÉAL	Expand, push, and go viral with Shu Uemura art of hair.
LVMH	How can the second-hand market drive high desirability and business performance for our leather goods Maisons?
LVMH FRAGRANCE BRANDS	How can Givenchy Beauty reinvent its brands platform to create a distinctive customer experience across all touchpoints for Gen Z?
MC2I	Design a scalable solution to transform employees from passive users into active AI innovators.
MOËT HENNESSY	Launch an unforgettable product in a saturated market.
NESTLÉ	In the context of our new Nescafé product launch, we need rethink on how we collect and activate data within our CRM strategy.
ORANGE	How can AI and new buying behaviors reshape sales enablement for Orange B2B Marketing and Sales teams?
PWC	Design a mechanism that integrates long-term inaction costs related to industrial pollution in short-term decision-making processes.
RAZORFISH	Design the GenAI Showroom a self-selling digital pop-up.
RENAULT GROUP	Imagine a circular and low-carbon Renault after-sales offer look like by 2030?
SIA	Integration of AI by the consultant in its day-to-day activities to efficiently help him to become and enhanced consultan