Record Design Crowdsourcing Project Gets 5,000 Entries on DesignCrowd

Australian design crowdsourcing site DesignCrowd helped TimesSquare.com crowdsource over 5,000 logo ideas, setting a new record for the crowdsourcing site

Crowdsourcing website DesignCrowd.com.au has helped a client crowdsource more than 5,000 logo ideas in a record brekaing project for DesignCrowd and one of the largest design crowdsourcing projects ever held. TimesSquare.com, who offered $10,000 to crowdsource a new logo, has received 5,717 logo designs via a crowdsourced logo contest on DesignCrowd.
Alec Lynch, DesignCrowd's founder, said, "We believe TimesSquare.coms $10,000 prize is one of the largest ever for an online logo contest and one of the only design crowdsourcing projects to receive more than 5,000 entries. Its a great case study in design crowdsourcing and highlights the creativity and power of the crowd.
The contest received submissions from 1,319 designers which included top design agencies. The contest and its 5,717 entries can be viewed here: http://www.designcrowd.com/timessquare-logo-contest

Lorenzo Tartamella, the founder of TimesSquare.com, said, "We needed to find a more creative approach to procuring a new logo design. I wanted the process to be easy, the design ideas to be more creative and the design talent to be global so I chose DesignCrowd to launch my contest.
The winning logo will be unveiled in Times Square on December 12, 2012 (12-12-12) followed by a book launch featuring a selection of the entries from the contest. Participating designers whose designs are not selected will be invited to sell these designs on DesignCrowds sister website BrandCrowd.com which allows designers to sell and monetise their unused designs.
The TimesSquare.com project follows a strong year of growth for DesignCrowd. In the last 12 months, the Australian startup has launched in Canada and the UK; raised $3M of venture capital from Starfish Ventures; acquired a US business (Brandstack.com); reached 100,000 users; and launched BrandCrowd.com.

Contacts

Alec Lynch
1800 22 80 20
mailto: