

DesignCrowd launches New Zealand crowdsourcing site

Australian tech start-up DesignCrowd launches DesignCrowd.co.nz to help NZ business 'crowdsource' creative projects to designers around the world

DesignCrowd has announced the launch of DesignCrowd.co.nz – a New Zealand crowdsourcing service that will help New Zealand small businesses "crowdsource" graphic, logo and website design projects to designers around the world and help New Zealand designers find work from businesses in Australia, the UK and the US. DesignCrowd has selected New Zealand as one of the first markets to expand into as it seeks to increase its share of the NZ\$2.5 billion global design market. DesignCrowd (which is based in Sydney Australia) has decided to target New Zealand in October given the increased economic activity due to the Rugby World Cup. DesignCrowd CEO Alec Lynch says, "We think now's the right time to do business in New Zealand. The Rugby World Cup is going to inject half a billion dollars into the economy and, normally, where there's economic activity there are new businesses that need logos and websites. We're also seeing increased demand for logo design in Christchurch which is good to see and a bonus for us." DesignCrowd.co.nz will provide New Zealanders with the same disruptive crowdsourcing process available via DesignCrowd.com (which has grown 336% in the last 12 months and paid out nearly NZ\$3 million to designers from Australia and around the world). New Zealand small businesses will be able to post 'design contests' on DesignCrowd inviting designers from around the world to submit designs and ideas (a typical logo design contest receives 50 to 100 different designs). The customer can select the best design and the designer is then paid the lion's share while other designers can get participation payments. DesignCrowd CEO Alec Lynch says "DesignCrowd.co.nz will allow all New Zealanders to supercharge their businesses – whether small or large – with crowdsourcing and we're pleased to be the first to bring a crowdsourcing service to New Zealand. We're planning to do this in other markets around the world so we'll learn as much as we can from our experience in New Zealand."

Contacts

Alec Lynch
+64 9 889 2150
mailto: alec.lynch@designcrowd.com