

Leveraging Voice Recognition Technology for P&G Brands

1st European IT Hackathon by PG. Guide for hackers

About us

Procter & Gamble is one of the top global consumer goods companies with many well-known and trusted brands such as Pampers, Oral-B, Gillette and Old Spice – but you probably already know that. However, did you know that the same Procter & Gamble considers Europe as one of its key hubs for global innovations? We have loads of experience but also a strong belief that an organization like P&G could greatly benefit from diversifying the sources of innovations.

What is in it for you?

That is why we would like to invite you to join the team of P&G innovators during the European IT Hackathon by PG. You will be confronted with a real business challenge, provided with all necessary data and tools and expected to work out a tangible solution with the support of our experts. This will be one of a kind opportunity to check whether you have what it takes to shape the fast moving consumer goods market together with P&G innovators. On daily basis our employees based in 10 clusters, equipped with the newest technologies such as Voice Recognition, Machine Learning and Cloud, design innovative solutions in the fields of business analytics, marketing and supply chain management, which are then implemented globally. You can start working with them soon!

When? Where? & How?

Join our 24-hour event on 24-25th November 2017** in one of the below locations:

Newcastle, Paris, Madrid, Geneva, Kronberg, Warsaw, Bucharest, Moscow, Istanbul, Tel Aviv (**the event in Tel Aviv will take place on 23rd and 24th of October)

During Hackathon you will be given access to space designed to delight the participants (places to hack individually or in groups, chill-out zone, coffee corner etc). We will kick-off the event with key notes from PG leaders and externally recognized experts. They will set the context of the business challenge for the event. Unique mix of passion for technology and business understanding will be needed to be considered for the top places. There will be an opportunity to showcase your idea and invite other strangers to join the team at the beginning and during hacking. We will dive into real hacking right after that. Of course network connectivity and access to Alexa as well as other AWS Services and Big Data frameworks (Hive, Sqoop, Spark, Python, R etc) will be provided. Other tools and data assets than those centrally hosted – are OK but these can be leveraged only at your own responsibility. There will be breaks and meals will be served during the event. After nearly 24h of hacking you will regroup to present the working prototypes. Local jury will choose the winner. There will be very nice prizes. We are seriously considering “Grand Final” across winners from 10 sites.

All of the above is important to know but the key focus remains on how our brands can delight consumers (more than others) when summoned via voice The Alexa Skills Kit is a collection of hand-picked, self-service tools, APIs and code samples that allow you to teach Alexa new “skills”, in a simple but accelerated environment. What is even better is that you don’t need any hardware to build, test and deploy new skills as everything runs safely on the cloud.

New skills can handle about any type of request: look up information, create shopping lists, play interactive games, query cloud-enabled smart home devices and flash briefings on how to use new products. Your objective will be to create a competitive advantage by leveraging voice recognition (e.g. Alexa) as part of PG marketing strategy with our consumers.

Success measures

We want to find new innovation in technology, process or business models that help P&G’s brands win using voice. We will assess the products of the Hackathon according to the following success criteria:

1. Working prototype or not (30%)
2. Lvl of innovation (30%)
3. Relevance to PG business (30%)
4. Quality of presentation (10%)

See you on the spot!