





Sentinel Report

Q1 YEAR 2015

GOAL OF THE REPORT

Insightful evidence of consumer behavior and market trends that ignites our **strategic thinking**.

THINK DIFFERENT

Change the way your approach your product and project by looking at new and exciting cases around the world.

OBSERVE BEHAVIOR

Observe what the world is doing with consumer behavior and how the brands are engaging in new ways with their customers.

ENHANCE VISION

Ignite strategic thinking within all Globers, and enable conversations about new solutions and products for our clients.

CONTENT OF THE REPORT



FREQUENCY

1 report per
Quarter.
4 reports a year.



METRICS & STATEMENTS

Numbers that show
behavior and
statements from
relevant studies.



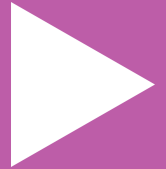
TRENDS

Consumer behavior
and market trends.



INDUSTRY UPDATES

New products and
services around
specific industries.



ACTIONS

Events and working
sessions to make
actionable steps
within specific
accounts.



Contextual Metrics
NUMBERS THAT SHOW BEHAVIOR

METRICS

Demographic Highlights



WORLD POPULATION

7.272 B



ACTIVE INTERNET USERS

3.001 B



ACTIVE SOCIAL
MEDIA ACCOUNTS

2.046 B



ACTIVE UNIQUE
MOBILE USERS

3.614 B



ACTIVE MOBILE
SOCIAL ACCOUNTS

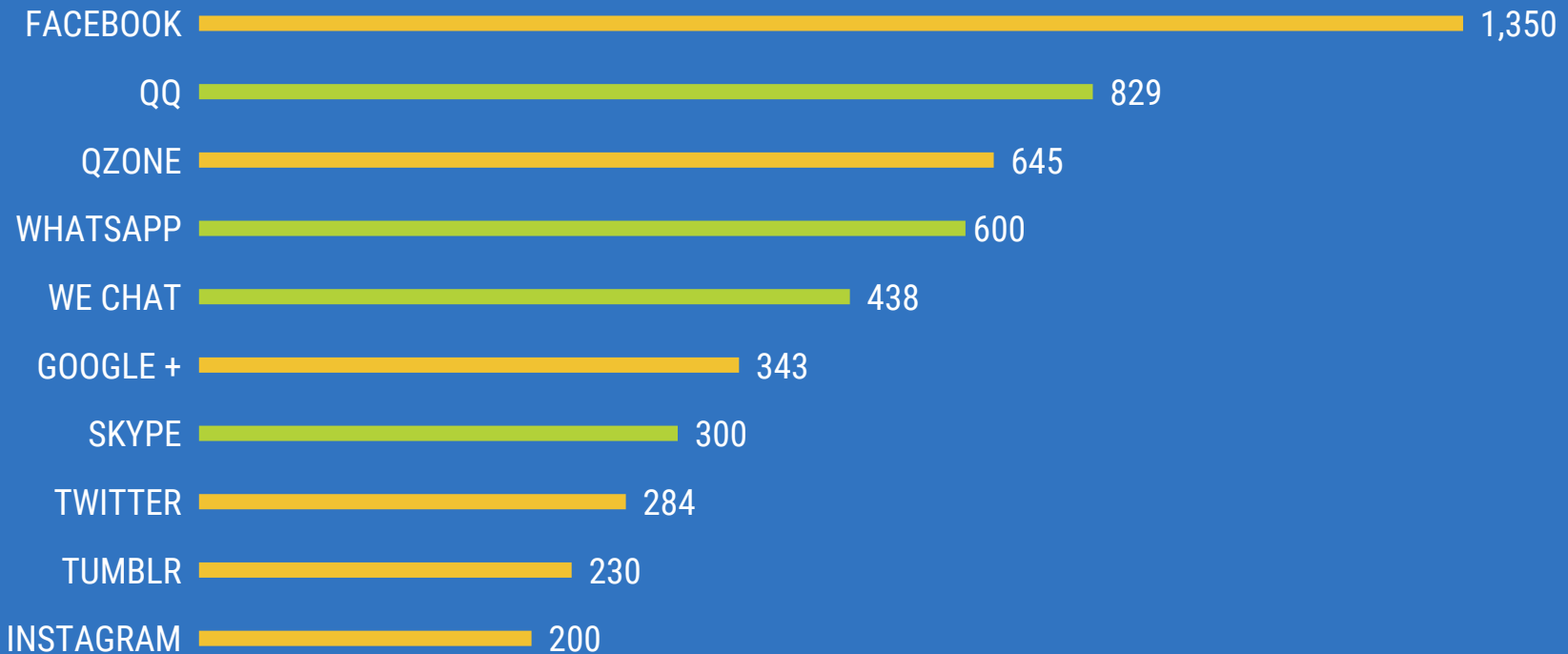
1.639 B

Source: <http://www.internetworldstats.com/stats.htm>

METRICS

Social Networks: Active User Members

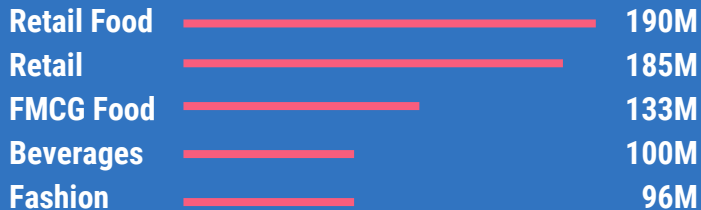
Based on accounts that logged at least once in the most recent 30 days report periods. In millions.



Source: <http://www.slideshare.net/wearesocialsg/we-are-socials-digital-statshot-003>

Brands and Social Media

TOP 5 INDUSTRIES BY SUM OF FANS



AVRG. NUMBER OF FANS FOR TOP 20 BRANDS

14.9M



AVRG. NUMBER OF POSTS FOR TOP 20 BRANDS

41

2.7M



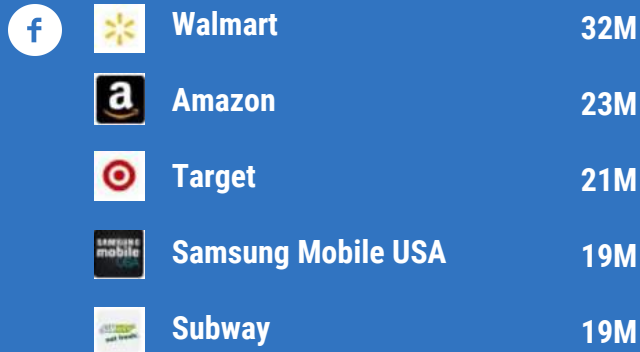
219

0.4M



25

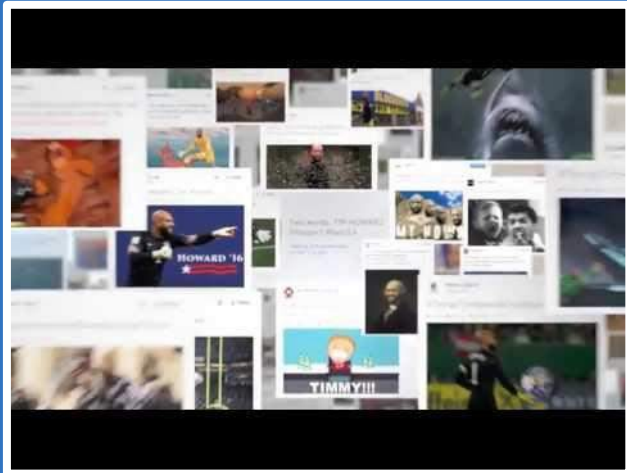
TOP 5 BRANDS



WORLD EVENTS

2014 World Cup

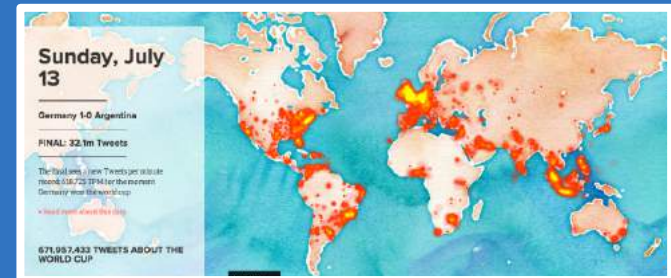
The World Cup was a huge event that had a major digital impact on social media and other communities' behaviors. These are some highlights and metrics from the event.



Source: <https://blog.twitter.com/2014/insights-into-the-worldcup-conversation-on-twitter>



- **672 Millions** #WorldCup2014 tweets during the tournament.
- Fans sent 618,725 TPM when Germany won the #WorldCupFinal.



- 350M people talking, 3B interactions
- Germany vs. Argentina final (88 million people with 280 million Facebook interactions)
- Brazil: 55 million people in Brazil joined the conversation about the World Cup from June 12 – July 13

METRICS

Google: A Year in Search 2014



METRICS

Mobile: Users vs. Connections

GSMA INTELLIGENCE DATA



3.614 B

UNIQUE ACTIVE
MOBILE USERS
WORLDWIDE



7.267 B

ACTIVE MOBILE
CONNECTIONS
WORLDWIDE

ERICSSON MOBILITY REPORT DATA



4.600 B

UNIQUE ACTIVE
MOBILE USERS
WORLDWIDE



6.800 B

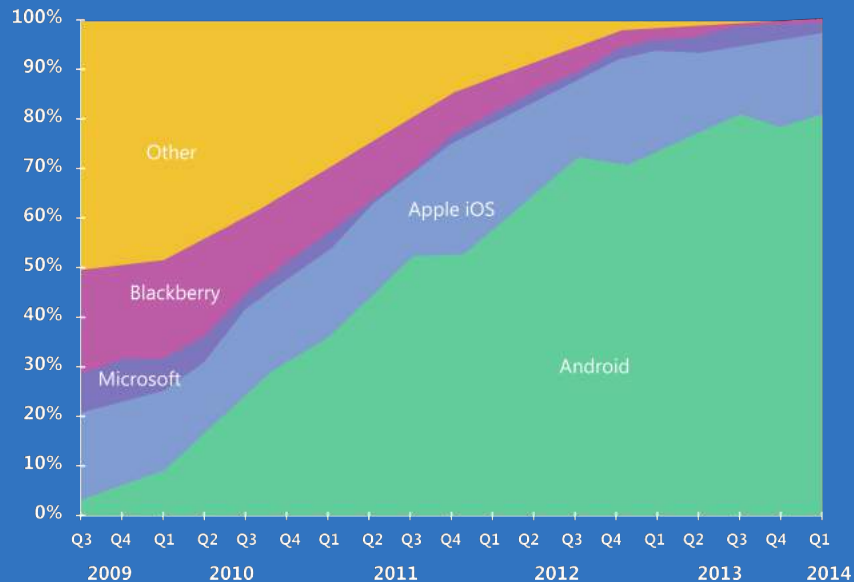
ACTIVE MOBILE
CONNECTIONS
WORLDWIDE

Source: <https://gsmaintelligence.com/analysis/2014/05/measuring-mobile-penetration/430/>

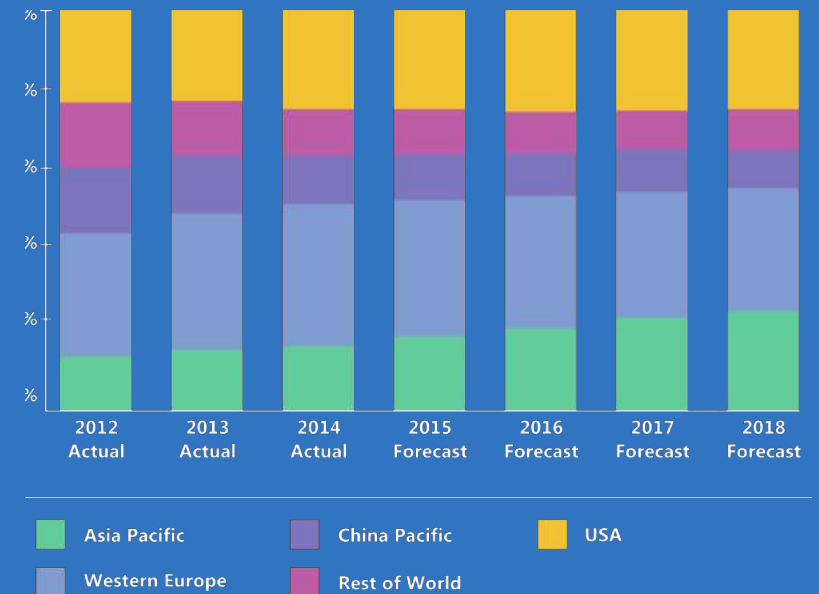
METRICS

iOS and Android Growth

BY PLATFORM



BY GEOGRAPHY



Source: <http://appleinsider.com/articles/14/08/14/apples-ios-googles-android-grow-to-964-of-smartphone-market-as-competitors-shrink-idc-says>

Internet of Things & Wearable Computing

Enterprise Wearables Market to Reach US\$18 Billion by 2019

455 million wearable devices will be sold by 2019, generating \$46.5 billion of revenue worldwide. Healthcare devices will account for the largest chunk of the pie, with 121 million smart watches accounting for \$21 billion in sales, the research firm said.

Connected-home device shipments will grow at a compound annual rate of 67% over the next five years, much faster than smartphone or tablet device growth, and hit 1.8 billion units shipped in 2019.

Wearable Computing Device Shipments by Category (Millions)

	2013	2014	2015
Wearable Cameras	6.64	13.62	15.81
Smart Glasses	0.01	2.13	10.57
Smart Watches	1.23	7.44	24.92
Healthcare	13.45	22.59	34.25
Sports/Activity Trackers	32.46	42.64	57.42
Wearable 3D Motion	N/A	0.87	2.00
Smart Clothing	0.03	0.72	1.24
TOTALS	53.90	90.00	164.20



Statements

SURVEY AND STUDIES RESULTS IN A QUOTE

STATEMENTS

Online Shopping

1 in 2

of DIY shoppers use online video, and 65% would be more likely to purchase from a brand or retailer that provided video to help with DIY projects.

Source: Google Consumer Survey on the DIY shopper.

STATEMENTS

Travel and Leisure

89%

of travelers begin a travel activity on one device and continue it on another.

Source: Google and Ipsos MediaCT, Google Multi-Screen Travel.

STATEMENTS

Mobile Technology

90%

of multiple device owners switch between screens to complete tasks.

Source: The New Multi-Screen World Research.

STATEMENTS

Mobile Apps

34%

of app users have upgraded from a free app to a paid version, making this the most widely experienced business model.

Source: AdMob by Google survey of a thousand daily mobile app consumers in markets with high app downloads.

STATEMENTS
e-Commerce



85%

85 % of Gen C relies on peer approvals for buying decisions.

Source: Engaging Generation C.



Consumer Behaviors Trends

TRENDS THAT ARE SHAPING THE WAY WE LIVE

BETTERLIFE

Measure your evolution in every aspect of your life

New ways of keeping track of your health, finance, evolution, relationships and movements come from a wide variety of tech-fueled connections, products and gadgets.

Now, consumers will turn to innovative digital services that promise to put the right teacher, expert or even peer in their pocket, 24/7. Meanwhile, reformation of mindsets around connections and trust in new people will see consumers embrace new kinds of real-world mentor/pupil experiences, too.



Trend summary sheet

BETTERLIFE

Sentinel Value:



This trend is **powered** by:

- Digital Innovation & raising adoption of Wearables
- Liquidity of Social connection: Tinderization & Direct contact increases accountability
- Democratization of knowledge & skills

"10% of people who register for MOOCs (Massive Open Online Courses) complete the course."

COURSERA

"49% of surveyed health trackers in the US admit to merely informally tracking progress 'in their heads'."

PEW INTERNET



Detected Cases: 620+ until Q1



Most Active Industries: Health and Retail

Brand that are currently actively exploring this trend:





POLO TECH

Smart shirt automatically tracks sports performance

Unveiled in August 2014, [Polo Tech](#) is a smart shirt which tracks heart rate, activity, stress levels and breathing, feeding data to a connected cellphone. Created by US apparel brand Ralph Lauren, the compression shirt features silver-yarn-based sensors monitoring athletic performance, with data collected by a small removable recording device. Individuals can view their data via an accompanying mobile app.

Source:
<http://www.ralphlauren.com/shop/index.jsp?categoryId=46285296&sr=1&origkw=polo%20tech>

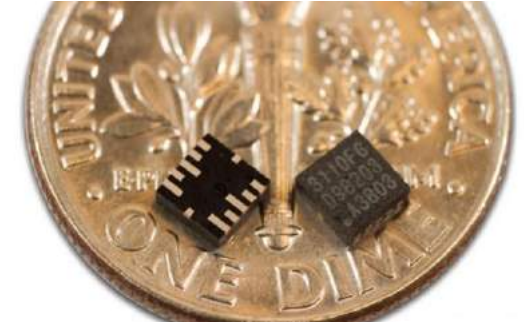


RELONCH CAMERA

Cellphone attachment helps people takes professional-looking photos

Announced in Russia during September 2014, the [Relonch Camera](#) is an iPhone camera attachment combining a lens and sensor with a unique image-processing algorithm to help users take professional-looking photos. Once taken, photographs can easily be shared across a range of social networks. For additional support, users can press the 'Guru' button during shooting to receive verbal advice on how to get the best from a scene, based on a scan of the on-screen image. The Relonch Camera is priced at USD 499.

Source:
<https://relonch.com/>



mCube

Tiny accelerometers facilitate the 'Internet of Moving Things'

In June 2014, semiconductor firm [mCube](#) announced that it had developed an accelerometer small enough to be embedded into clothing or sports equipment, enabling developers to turn almost anything into a piece of wearable technology. The California-based company also announced that it had already shipped over 60 million units of the accelerometers to China for use in a range of smartphones and tablets.

Source:
<http://www.ralphlauren.com/shop/index.jsp?categoryId=46285296&sr=1&origkw=polo%20tech>



HELLMANN'S WHATS COOK

Food brand offers cook-along culinary advice via WhatsApp

May 2014 saw mayonnaise brand Hellmann's launch **WhatsCook**: a free service giving people in Brazil access to culinary advice from professional chefs in real-time using messaging platform WhatsApp. After setting a date via the WhatsCook website, the chef and the participant can chat while the latter cooks a dish. WhatsCook's cooking team is available from Monday to Friday, between 12 noon and 2pm for lunch and between 7pm and 10pm for dinner.

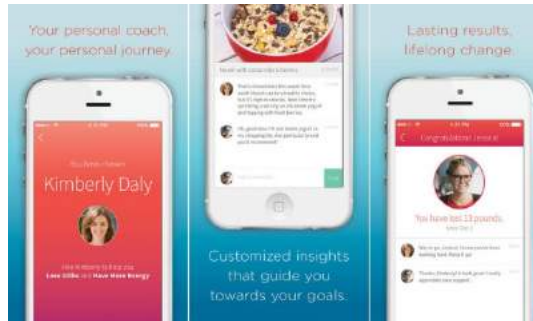
Views: 22 million in 1 day

Engagement rate: 3 times increase

Interactions: 82,500+

Source:

<https://www.youtube.com/watch?v=xYN9A09iy5Y>



RISE NUTRITION APP

Healthy eating app connects dieters with nutrition coaches

Available to download from February 2014, **Rise** is a mobile app that provides instant personalized nutrition advice. Via the US-developed app, users connect with a nutrition coach who provides a customized eating plan (based on individual weight loss goals and lifestyle needs) and daily feedback, tips and support. Plans are based on the user's current eating habits, which the coach can access through a shared photo diary, and users can choose the level of support required; ranging from 'tough love' to 'super supportive'. Plans cost around USD 15 per week.

Source:

<http://rise.us/>



KAUAI LIFE APP

Loyalty app rewards diners for making healthy food choices

June 2014 saw South African healthy fast food brand Kauai launch **Kauai Life**: a free mobile app encouraging consumers to make healthier food choices. Customers collect digital stickers for every smoothie, aromatic coffee or kid's meal purchased in store and, once 12 stickers have been collected, shoppers can claim rewards and discounts. Every customer that activated the app was eligible for a free smoothie.

Source:

<https://app.kauai.co.za/>



TOYOTA SPORTS DRIVE LOGGER

In-car device allows drivers to record and share real-life races

In April 2014, Toyota announced the launch of **Sports Drive Logger**: an in-car device that allows drivers to recreate real-life track races within a video game. Compatible with the Toyota GT86, the Logger captures driving data (including braking, steering, engine and vehicle speeds) and converts this into a digital recreation inside Gran Turismo 6. Drivers can replay track races, assess performance and race against their own or friends' data. Priced at around JPY 91,800 (USD 900), the Sports Drive Logger is initially available at three racing circuits in Japan.

Source:
<http://newsroom.toyota.co.jp/en/detail/1507891/>

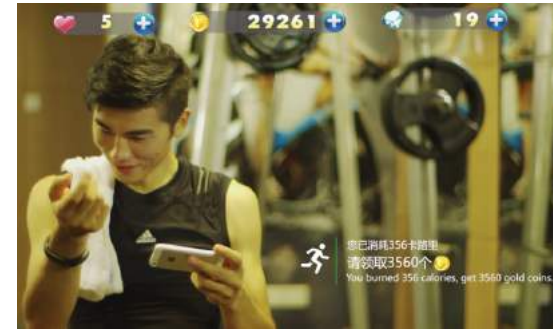


SBT CAMPAIGN

Anti-smoking campaign exchanges cigarettes for free leisure experiences

June 2014 saw Brazilian TV station **SBT** launch a pop-up anti-smoking campaign. Installed at Mackenzie University in São Paulo, SBT's 'Machine of Life' allowed people to exchange cigarettes for free gifts. Based on each cigarette being equivalent to 11 minutes of longer life, when people placed cigarettes in the machine, they were rewarded with free leisure-related gifts, such as magazines or movie tickets.

Source:
<http://www.sbtpedia.com.br/2014/06/sbt-do-bem-emissora-lanca-maquina-que.html>



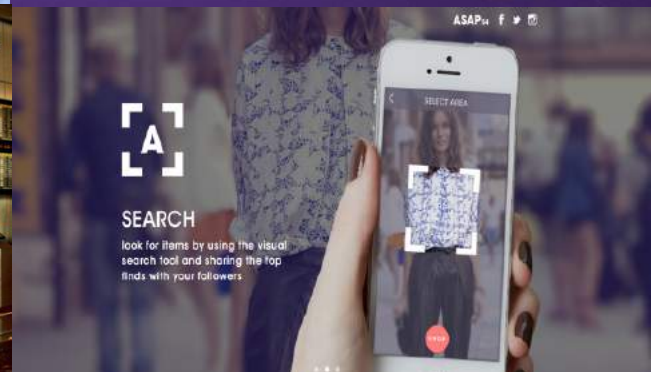
TENCENT + RAZER GAME

In-game rewards awarded for real-world exercise

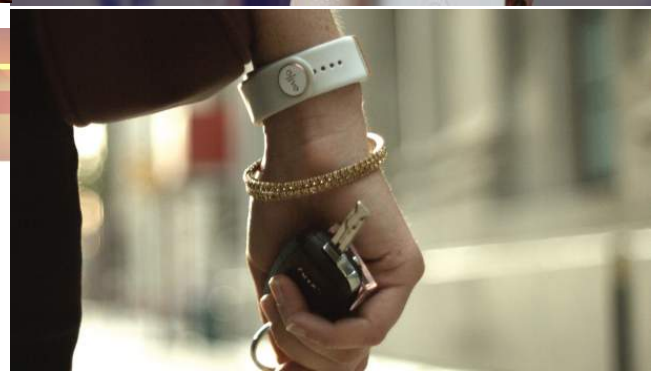
August 2014 saw Chinese online media brand **Tencent** team up with gaming hardware company Razer in a deal designed to incentivize healthy behavior. The collaboration allows fans of Tencent's popular Timi Run Everyday game to purchase in-game rewards using exercise data recorded by Razer's activity-tracking smartband.

Source:
<http://www.tencent.com/>

BETTERMENT



HOW WOULD YOU
MOTIVATE CONSUMERS
TO BECOME EXPERTS
IN THEIR FIELDS?



UBITECH

Smart tech. Iterative tech. Global tech.

UBITECH captures the ubiquity and pervasiveness of technology, fueled by endless consumer desire and falling costs (of both production and adoption). In 2015, the literal physical pervasiveness of technology is going to ramp up further as novel technologies reach and transform an ever-wider array of everyday objects, and any remaining geographical tech boundaries dissolve. Get ready for consumers to embrace (yet another) year of tech-driven innovation.



Trend summary sheet

UBITECH

Sentinel Value:



This trend is **powered** by:

- Immersive Technologies.
- Tech-seduces and cashless consumers.
- Big Data and Cloud storage.

"8% increase on the average American's monthly cross-platform screen time (to a total of 270 hours) from Q1 2013 to Q1 2014."

NIELSEN, August 2014



Detected Cases: 1100+ until the past Q



Most Active Industries:

Automotive, Travel, Health, Retail, Finance

Brands that are currently actively exploring this trend:





AMAZON DASH

Handheld wifi-connected device designed to simplify grocery purchasing

April 2014 saw [Amazon](#) unveil the Dash: a handheld wifi-connected device designed to simplify grocery purchasing for Amazon Prime Fresh customers – the company's rapid delivery shopping service. Free for Amazon Prime Fresh members, the Dash can either be spoken into or used to scan barcodes, which automatically adds items to a customer's shopping list. Once the order has been finalized, customers simply login to their Amazon Fresh account to view their shopping list and schedule delivery. The Dash was launched in selected US cities, with Amazon Prime Fresh costing USD 300 per year.

Source:
<https://fresh.amazon.com/dash/>

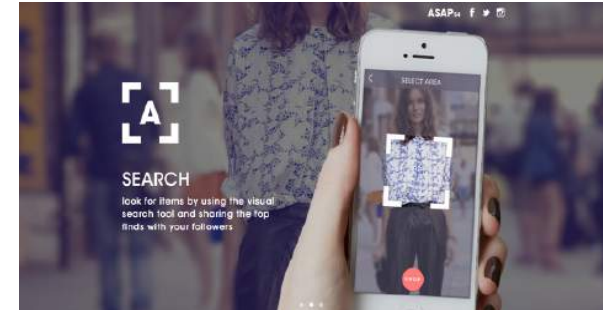


MACY'S

Department store launches cash-free payments service

September 2014 saw US retailer Macy's launch [My Wallet](#): a free service allowing customers to manage payments and store credit cards. Available via the Macy's free mobile app or online, via My Wallet customers can create a profile and store up to ten credit cards for easy payments. My Wallet also automatically adds and saves any deals or loyalty program rewards earned by shoppers.

Source:
https://customerservice.macys.com/app/answers/detail/a_id/4345/~/%2Fwhat-is-my-wallet-and-how-does-it-work%3F



ASAP54

Visual recognition technology matches garment images with actual products

Available to download from February 2014, [ASAP54](#) is a free mobile app that matches images of apparel and accessories to similar products. Via the UK-developed app, customers can upload a photo and ASAP54 will then search a database of products from retailers. Products are presented in order of similarity and link to the retailer's online store. If no match is found, the request is passed onto a personal stylist team. Users can also create wish-lists, view popular searches and follow style influencers.

Source:
<http://www.asap54.com/>



HEATHROW AIRPORT

Airport's system reduces delays via passenger location tracking

In July 2013, London's [Heathrow airport](http://www.heathrowairport.com/) announced plans to introduce a 'positive boarding' system to track the location of passengers. Automated gates scan boarding card barcodes, and if a passenger doesn't have time to complete security checks in time, the gate will not open and the individual is automatically instructed to return to the airline's check-in desk. The system also alerts airlines to passengers who are likely to miss a flight.

Source:
<http://www.heathrowairport.com/>



HOME SHOP 18

Virtual shopping wall lets passengers shop for pre-flight deals

Installed in Delhi International Airport in February 2013, [HomeShop18](http://www.homeshop18.com/)'s Scan N Shop is an interactive, virtual shopping wall displaying the etailer's daily promotions. Passengers waiting to board their flights can browse an on-screen menu, select and scan an item's corresponding QR codes via their smartphone, and then either click through to instantly order products or connect to a toll-free call center. Selling consumer electronics, luxury apparel and perfumes, Scan N Shop utilizes a cash-on-delivery system.

Source:
<http://www.homeshop18.com/>



DOUWE EGBERTS

Coffee brand unveils yawn-activated airport ad campaign

July 2013 saw Netherlands-based coffee brand [Douwe Egberts](http://www.douweegbertsprofessional.com/en/global/) install yawn-activated coffee vending machines at the O.R Tambo International Airport in South Africa. Via facial recognition technology, the machines determined when someone was yawning, and automatically dispensed a free cup of coffee.

Source:
<http://www.douweegbertsprofessional.com/en/global/>



APPLE PAY

Apple devices feature contactless payment service

In September 2014, Apple announced that the iPhone 6 and Apple Watch would both feature [Apple Pay](#): a contactless payment system using NFC technology. Credit or debit card details can be synced with the device, which can then be swiped in-store or used online to make purchases. Fingerprint recognition technology ensures that only the user can make payments using the device, and Apple protects privacy further by not keeping credit card details or a record of purchases on its own servers.

Source:
<https://www.apple.com/apple-pay/>



DIGITAL CURRENCY

Ecuador announces state-backed digital currency

In August 2014, the [Republic of Ecuador](#) announced the creation of its own digital currency. Targeting poor and rural individuals without access to traditional banking services, the electronic money is backed by the country's central bank and will be used alongside Ecuador's existing currency (the US dollar). The digital currency will enter circulation in Q4 2014.

Source:
<http://www.scpm.gob.ec/wp-content/uploads/2014/01/2.6-Fausto-Valencia-BCE-Sistema-de-dinero-electr%C3%B3nico.pdf>



BARCLAYS BPAY BAND

Banking giant introduces wearable payment device

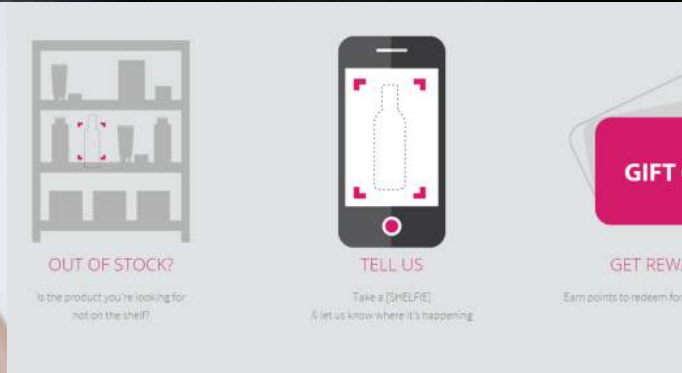
June 2014 saw Barclays unveil the [bPay Band](#): a connected bracelet designed to act as a customer's virtual wallet. Available for free, the band allows wearers to make payments of up to GBP 20 by touching it to compatible terminals in shops, restaurants and bars, as well as on London's public transport system. The band was launched at Barclays' UK summer sporting and music events.

Source:
<https://bpayband.co.uk/>

UBITECH



works with
nest



GEO LOVE

Real partnerships. Real purpose. Real impact.

The special connection that consumers feel to their locality – whether framed as their neighborhood, city, country, or in some other way – is an impulse as old as human nature. But expectations of how that connection is manifested and shared, and the role that brands should play, are evolving fast.

Now long-accustomed to the idea that brands must engage constructively in their local area, in 2015 consumers will look beyond fleeting and fun branded spaces. Instead, smart brands will stand out from the crowd by making deeper commitments and lasting, meaningful impact on a chosen locality. In 2015, GEO LOVE becomes about purpose and (near)-permanence.



Trend summary sheet

GEO LOVE

Sentinel Value:



This trend is **powered** by:

- Raise of crowd-shaped experiences.
- Branded governments.
- Geolocation & Augmented reality.

"87% of consumers want more meaningful relationships with brands. Just 17% think brands deliver."

EDELMAN, October 2014

Brands that are currently actively exploring this trend:



Detected Cases: 860+ until this Q



Most Active Industries:

Retail, Finance, Entertainment



GUCCI





SOUNDS OF STREET VIEW

Google Maps feature site-specific sound experiences

Launched in August 2014, [Sounds of Street View](http://www.amplifon.co.uk/sounds-of-street-view/index.html) is a project from UK-based hearing aid specialist Amplifon. Combining Google Maps with audio footage, the free online experience automatically adds site-specific sounds to different locations, with three available at launch: Avignon, Hawaii and California. When users click around Google Maps online, they automatically hear typical sounds from each place, such as church bells or crashing waves, for example.

Source:
<http://www.amplifon.co.uk/sounds-of-street-view/index.html>



INDOO.RS

Location-detecting beacons help travelers navigate San Francisco Airport

July 2014 saw indoor mapping firm indoo.rs install beacon technology at San Francisco International Airport delivering location-sensitive, voice-based directions via cellphone. Around 300 of the US company's beacons have been placed at various points of interest around Terminal 2, including stores, restrooms and boarding gates. When the free indoo.rs mobile app is downloaded, the beacons use triangulation to determine exactly where the user is within the airport. If they want to know what's around them, travelers can use the app to relay nearby facilities using Voiceover technology, and even access helpful directions.

Source:
<http://indoo.rs/>



FLASHBACK

Tourism agency creates 'secret' photo exhibition

In June 2014, Visit Berlin unveiled [Flashback](https://www.youtube.com/watch?v=zVIQ0rhra2Y): an installation projected along the Berlin Wall. Invisible to the naked eye and triggered by camera flashes, historical images of the city were projected onto parts of the wall still standing, along with the message 'Discover Berlin's hidden history'. Tourists were invited to share their photos with friends via social media.

Source:
<https://www.youtube.com/watch?v=zVIQ0rhra2Y>

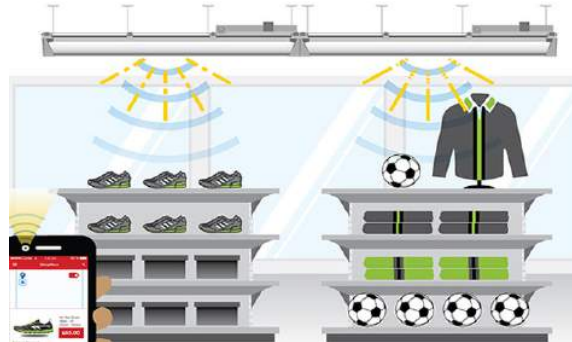


GEO-TARGETED MOBILE ADS

Best Buy runs geo-targeted mobile ads via Pandora radio app

In Q4 2014, US consumer electronics retailer, **Best Buy**, launched a geo-targeted advertising campaign via the Pandora online radio app. Those using the app are shown deals and promotions available at stores near them, as well as where their nearest branch of Best Buy can be found. Clicking on the ad directs the user to the retailer's mobile site, where they can also find information on stock in store and use the click-to-call function to contact Best Buy directly.

Source:
<http://www.bestbuy.com/site/index.jsp>



GE LIGHTING

In-store smart LED lights function as iBeacons

In May 2014, **GE Lighting** and software company ByteLight announced the launch of LED lighting integrated with indoor location technology, to be installed across Walmart stores. The smart lights are embedded with Bluetooth Low Energy and Visual Light Communication, meaning that they can function as iBeacons and communicate with cellphones. Via the system, Walmart can connect with shoppers and provide interactive personalized features, such as coupons, shopping lists, maps and product reviews.

Source:
<http://www.bytelight.com/press/110>



GOOGLE NOW NOTIFICATIONS

Digital assistant bridges online and offline shopping

From May 2014, **Google Now** will alert users if they walk near a product they've researched online. Further bridging the gap between the online and offline worlds, Android users will receive a notification when nearby retailers carry an item they've recently searched for, reminding them that they were interested in it. Customers can then pop into the store to see if their item is in stock, if they wish.

Source:
<http://www.google.co.uk/landing/now/>



SOUNDSPOT

Beer brand's app allows users to add songs to shareable maps

Available to download from July 2014, Soundspot is a mobile app from Brazilian beer brand Skol. The free app allows users to add songs and sounds to a map, with each song visible to the other Soundspot users who visit the location. Songs can be posted with a comment and photo, and users can follow friends or influencers. For the launch, Skol partnered with various tastemakers (including DJs, skaters and artists) to tag songs to their favorite venues, 18,000 users tried it in the first three days.

Source:
<http://www.skol.com.br/soundspot>



ON THE ROAD

Iconic road trip novel recreated using Google Maps

January 2014 saw the release of On The Road For 17,527 Miles: an e-book reconstructing Jack Kerouac's iconic novel using Google Maps driving instructions. Created by a German student, the book's 45 pages follow every location mentioned in On The Road, and are divided into chapters to match the novel. The e-book is available for free online, and calculates the total journey time as 272 hours.

Source:
http://issuu.com/greg0r/docs/on_the_road



ROAD TRIP MIXTAPE

Online app introduces travelers to local musicians

Launched in the US during July 2014, Road Trip Mixtape is a free online app introducing travelers to the music of local artists. Listeners simply enter their starting and finishing points, and the app plays selected tracks from musicians who hail from the places along their route.

Source:
<http://labs.echonest.com/CityServer/roadtrip.html>

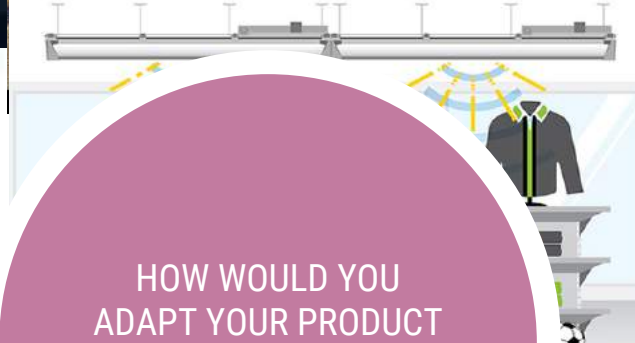
LOCAL LOVE



Put headphones on for full 3D sound



**BEST
BUY**



HOW WOULD YOU
ADAPT YOUR PRODUCT
TO LEVERAGE A LOCAL
EXPERIENCE?



GAMESUMERS

Smart brands master the art of surprise.

One counter-intuitive consequence of the more democratic brand/consumer relationship?

Sometimes, consumers are willing to hand a little power back to brands. Temporarily, and when offered something in return, of course ;)

In 2015, that willingness will shape the way many consumers – accustomed to sleepwalking through an often dull consumer arena – continue their endless quest for fun.

Made blasé by years of hyper-abundance – and fatigued by endless choice – these consumers will relish the chance to take a risk and temporarily yield control. And one way to do that? Put (playful) trust in brands that promise mysterious, suspenseful and genuinely surprising new experiences



Trend summary sheet

GAMESUMERS

Sentinel Value:



This trend is **powered** by:

- Social media pushes consumers to be more open to risk: instant sharing of anything.
- Smarter algorithms allow brands to surprise the users making the right choices for them.
- Raise of gamification as a must for everything.

"64% of consumers said they shop at favorite retailers because of different, interesting marketing that catches their imagination"

PWC, February 2014

"32% increase in the number of female video gamers over 50 between 2012 and 2013"

ENTERTAINMENT SOFTWARE ASSOCIATION, August 2014



Detected Cases: 1540+ until this Q

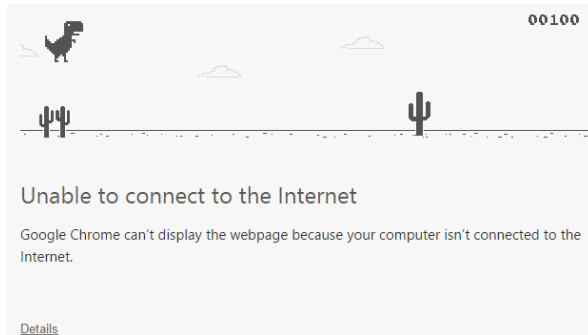


Most Active Industries:

Entertainment, Financial, Travel

Brands that are currently actively exploring this trend:





GOOGLE CHROME

Google's browser includes hidden offline game

September 2014 saw Google add a user-generated game to [Chrome Canary](https://www.google.co.uk/intl/en/chrome/browser/canary.html) that only functions when the browser detects that the user is offline. The T-Rex dinosaur that is on the standard Chrome error page can be made to run and 'jump' over virtual cacti using the keyboard space bar, accruing points for every successful landing. The game, and any accumulated score, is automatically lost if the page is refreshed and the internet connection is re-established. Canary doesn't alert the user to the function; it only responds after the keyboard has been pressed.

Source:
<https://www.google.co.uk/intl/en/chrome/browser/canary.html>



REEBOK FOREVER

Sports brand challenges fans to get logo tattoos

In August 2014, Reebok launched [Reebok Forever](http://reebokforever.com/) at the Tough Viking fitness event in Sweden. Participants were challenged to enter an on-site tattoo parlor and get a Reebok-inspired tattoo. Ten participants were inked on site, and a further 94 pledged to get one in the future. Camilla Nilsson was awarded with a USD 5,800 sponsorship for getting the largest tattoo, and subsequently starred in a Reebok campaign with the tagline: 'Pain is temporary. Reebok is forever.'

Source:
<http://reebokforever.com/>



ORANGE #FUTURESELF

Campaign puts people in touch with their future selves

In September 2014, telecom brand Orange launched [#futureself](http://futureself.orange.com/): an online campaign allowing French consumers to upload a photo and view an approximation of what they will look like in the year 2034. Participants can then interact with their future self by asking questions about how the world has changed over the preceding twenty years.

Source:
<http://futureself.orange.com/>



ALFA-BANK

Bank incentivizes exercise with higher interest rates

In June 2014, Russian bank [Alfa-Bank](#) introduced a savings account that rewards customers for taking physical exercise. To take advantage, users sync their Jawbone, RunKeeper or Fitbit fitness tracker to the bank. They then use its Activity software to decide how much their exercise is worth. For every step they take, the bank will transfer between 1 and 50 Russian kopeks from their existing account into the high interest savings account not otherwise available.

Source:
<http://activity.alfabank.ru/Activity/>



TEB

Bank launches fantasy financial trading competition

February 2014 saw Turkish bank [TEB](#) launch Sanal Portföy (meaning "Virtual Portfolio"), an online fantasy financial trading contest. Competition entry was free, and participants were given TRY 100, 000 (USD 45,000) in virtual currency to trade stocks, mutual funds, and currencies until the close of the competition in April. The prize for the winner was the value of the profits they made during the competition in cash, with runners-up winning an iPhone or iPad.

Source:
<http://www.tebsanalportfoy.com/>



DSK BANK

Bulgarian bank launches gamified money management app

December 2013 saw Bulgaria's [DSK Bank](#) launch its first money management app, designed to incentivize saving by making banking more fun. The DSK Gameo app rewards users with points for setting financial goals, making astute transactions and educating themselves about new financial products. These points can be redeemed against prizes such as vouchers and tickets to concerts or sporting events.

Source:
<http://dskbank.bg/>



MONDAY'S MYSTERY TICKETS

Airline launches mystery ticket promotional game

April 2014 saw KLM launch [Monday's Mystery Ticket](https://mysteryticket.klm.com/nl_en/?WT.ac=HPN_carrousel_mmt). Each Monday, five new destinations are presented on the KLM website. Travelers book tickets 'blind' on Monday, only finding out on Tuesday which of the five destinations they're headed to. They then depart on Friday, with all flights leaving before 7pm, so as to leave enough time for a full weekend in the mystery destination, and return on Monday morning, before 10am. All tickets are priced at EUR 99 per person.

Source:
https://mysteryticket.klm.com/nl_en/?WT.ac=HPN_carrousel_mmt



VIDA E CAFFÉ

Coffee chain introduces AR-enabled cup sleeve

September 2014 saw South Africa-based coffee chain [Vida e Caffé](http://www.vidaecaffe.com/) debut an interactive cup sleeve in partnership with Dubai Tourism. Via a free augmented reality mobile app, users could scan the sleeve, explore several tourist destinations in Dubai and then enter a competition to win a trip to the region.

Source:
<http://www.vidaecaffe.com/>




DESTINATION UNKNOWN


Airport unveils interactive Instagram game

Launched in April 2014 by Amsterdam's Schiphol International Airport, [Destination Unknown](http://www.schipholdestinationunknown.nl/en) is an online game that pulls Instagram photos from around the world in real time and invites players to guess which travel destination they are taken from. The interactive game was designed to allow potential travelers to explore the network of destinations that can be reached from the Dutch airport.

Source:
<http://www.schipholdestinationunknown.nl/en>

PLAYSUMERS

00100



Unable to connect to the Internet

Google Chrome can't display the webpage because your computer isn't connected to the Internet.

Details



PAIN IS TEMPORARY. REEBOK IS FOREVER.

In 2010, I began a journey towards a new life. At over 100kg and completely out of shape, I decided to run Tough Viking. I was determined that I would push my body through 15 miles of run and obstacles. I went from no exercise whatsoever to 100kcal a week. So when I finally finished the race, I wanted to do something that could express what I had gone through. A challenge for a big change, a hurdle for my last biggest challenge that anything is possible.

Cerida Mason



messages

Let this be an ask for something

10:00

Make something about Sports or Money?

Tap...

12:03 | 20.1°
Paris, France | September 5, 2014







MONDAY'S MYSTERY TICKETS €99



HOW WOULD YOU ATTRACT CONSUMERS TO PREVIOUSLY UNPLEASANT ACTIONS BY GAMIFYING NEW EXPERIENCES?

#DiscoverAtlantis





HÄGGÅS LED pendant lamp





03:14

Which destination is this?

Open map

DESTINATION UNKNOWN



CASTILLO DE



Industry Updates

CASES THAT ARE WORTHY OF NOTICES

A close-up photograph of a hand holding a silver pen, pointing at a financial line chart displayed on a tablet screen. The chart features a white line with green and red segments, set against a dark background with a grid. In the background, another screen shows a blurred candlestick chart with green and red bars. The overall scene is dimly lit, with the primary light source being the screens themselves, creating a professional and analytical atmosphere.

BANKING & FINANCE

Industry Updates



JP MORGAN

Bank pledges USD 100 million to help revive declining city

June 2014 saw **JP Morgan Chase & Co** announce that it would commit USD 100 million over five years to various economic development projects in Detroit. The project forms the cornerstone of the US financial institution's "community partnership" with Detroit, designed to help rejuvenate the city in the wake of its 2013 bankruptcy. JP Morgan Chase & Co's commitments include USD 50 million to two nonprofits investing in local development projects, as well as others helping with workforce training and entrepreneurship.

Source: <http://www.jpmorganchase.com/corporate/Corporate-Responsibility/detroit>



BARCLAYS

Traditional donkey rides feature contactless payment system

In August 2014, **Barclaycard** unveiled the world's first ever contactless donkey rides. Working with Blackpool Beach's Real Donkeys, the company created a special contactless payments saddle, allowing customers to pay for a traditional donkey ride by tapping a contactless credit or debit card.

Source:
<http://www.barclaycard.com/news/cashless-contactless-donkey.html>



WESTPAC

Australian bank trials Google Glass apps

In February 2014, Australian bank **Westpac** launched a trial of its banking apps on Google Glass. The device allows customers to automatically check bank balances, transfer money between accounts, receive alerts and locate the closest Westpac ATM. All actions are voice-controlled, and can be seen in the wearer's peripheral vision. The trial coincided with the introduction of iBeacon to some of the bank's branches, which offers personalized services and allows customers to be 'recognized' when they enter.

Source:
<http://www.westpac.com.au/>



NOMANINI

Portable terminal allows small businesses to sell pre-paid credit

Nomanini is an electronic distribution platform that allows owners to purchase pre-paid credit (such as airtime and electricity vouchers) without using scratch cards. Each portable device allows individuals to supplement income or expand small businesses; users can pay for the device via pre-arranged payment plans and Nomanini takes a portion of every transaction's value. After launching in South Africa, April 2014 saw Nomanini announce plans to expand its service into Mozambique after securing a partnership with a local telcomms operator.

Source:
<http://nomanini.com/>



ALIBABA

E-tailer integrates biometric technology into cellphones

In September 2014, Chinese online services company [Alibaba](http://www.alibaba.com/) announced that Huawei's upcoming Mate 7 cellphone would include fingerprint recognition. Via the inbuilt biometric technology, users can make payments through Alipay Wallet (Alibaba's e-payment service), eliminating the need for passwords or a PIN. As a precaution against hackers, all the fingerprint data saved to the phone is encrypted.

Source:
<http://www.alibaba.com/>



GROUPE BPCE S-MONEY

Mobile payments integrated into Twitter

In October 2014, financial group Groupe BPCE announced [S-money](http://www.westpac.com.au/): a partnership with Twitter that will see French users offered the facility to transfer money between each other using just a tweet. The initiative – which is based on the banking group's own mobile payment platform – is free to use and facilitates payments between different banks without any need to enter the beneficiary's bank details.

Source:
<http://www.westpac.com.au/>



RETAIL INDUSTRY

Industry Updates

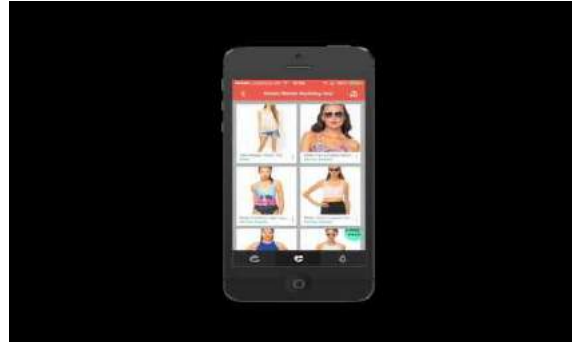


SHOFFR

App generates relevant, location-based deals from preferred brands

Launched in India in July 2014, [Shoffr](#) notifies users about relevant deals from preferred brands in nearby shops. Via the free Android app, users can create personalized shopping lists, which Shoffr matches against local deals, each notification also includes directions and instructions about how to claim the deal. Additionally, Shoffr automatically sources deals based on individual purchase and usage history.

Source:
https://play.google.com/store/apps/details?id=com.phonegap.shoffr&hl=en_GB



GRABBLE

Fashion discovery app automatically generates discount alerts

Available to download across the UK from August 2014, [Grabble](#) allows user to set personal fashion preferences and discover items that are on sale. Similar to the Tinder swipe interface, users 'swipe right' to bookmark favorite items and the free app automatically generates a notification when the price drops. Items can be searched by trend, color and garment type; at launch several high-street retailers had signed up to the platform.

Source:
<https://www.grabble.com/>



SEPHORA

Sephora Turns Smartphones Into Local Store Magnets

Sephora was America's "first unbiased beauty experience," and today the 700+ store global brand is also unbiased about the customer journey. The popular retailer engages shoppers in every channel, from social media and search ads to an online app that allows in-store shoppers to scan products for more information. Here, Sephora talks about how better-informed customers are happier and more loyal in the long run.

Source:
<http://www.sephora.com/>



AMAZON

Offline retailer enters strategic alliance with Amazon

In October 2014, India's largest retailer joined forces with Amazon to begin selling goods jointly over the internet. [Future Group](#) sells more than 45 of its own labels of apparel, followed by in-house brands in the home, electronics and food categories, with Amazon handling order fulfillment and customer service for the merchandise on its portal. The two firms will also develop a new line of products across categories to be sold exclusively on Amazon and at Future Group's retail stores.

Source:
http://www.futuregroup.in/pdf/FG_AMAZON_Press_Release_13102014.pdf



TOKOPEDIA

Indonesian e-commerce platform secures USD 100 million investment

October 2014 saw Indonesia-based [Tokopedia](#) secure a USD 100 million investment from SoftBank and Sequoia. Founded in 2009 and touted as the 'Alibaba of Indonesia', Tokopedia is the region's largest P2P e-commerce platform with more than 770,000 active listings. According to CEO William Tanuwijaya, the funding will facilitate customer acquisition and hiring.

Source:
<http://www.reuters.com/article/2014/10/22/us-tokopedia-softbank-indonesia-idUSKCN0IB0L120141022>



BONOBOS

Fitting room device gives customers instant feedback from friends

June 2014 saw US menswear retailer [Bonobos](#) open its first Los Angeles store. Set over a 1,500 square foot space, the store features the SELFY: a fitting room camera which takes photographs via a full-length mirror. Once they've taken photos of themselves in Bonobos apparel, customers can send the images to friends for free via email or SMS to get instant feedback.

Source:
<http://www.bonobos.com/>



TRAVEL & TRANSPORT

Industry Updates



TIKET.COM

Indonesian travel booking platform expands internationally

July 2014 saw Indonesian travel booking platform [Tiket.com](http://www.tiket.com) announce plans to expand to overseas markets, including Australia, China and Hong Kong. The move followed rapid expansion; according to co-founder Natali Ardianto revenue grew by 1,300% between 2012 and 2013. Tiket.com allows users to book cheap flights and hotel rooms in a range of locations across Asia.

Source:
<http://www.tiket.com/>



VIDA E CAFFÉ

Coffee chain introduces AR-enabled cup sleeve

September 2014 saw South Africa-based coffee chain [Vida e Caffé](http://www.vidaecaffe.com/) debut an interactive cup sleeve in partnership with Dubai Tourism. Via a free augmented reality mobile app, users could scan the sleeve, explore several tourist destinations in Dubai and then enter a competition to win a trip to the region.

Source:
<http://www.vidaecaffe.com/>



ALOFT HOTEL

Hotel deploys first robot butler

In August 2014, the [Aloft Hotel](http://www.aloftcupertino.com/) in California announced the appointment of A.L.O.: the establishment's first robotic butler. A.L.O. can navigate the hotel independently, and once at the correct door, will ring the guest to announce its arrival. Using an onboard camera, the robot watches for the door to open and then unlocks its lid to enable the guest to remove the item they've ordered.

Source:
<http://www.aloftcupertino.com/>

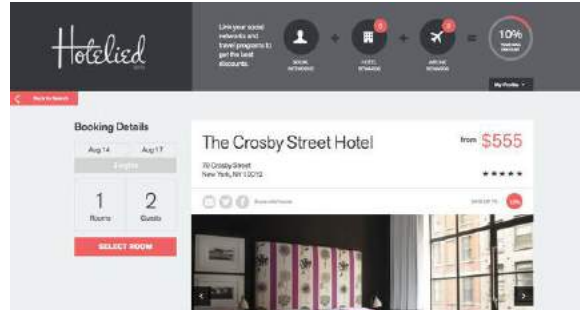


HILTON

Hotels group launches digital check-in service

In July 2014, [Hilton Worldwide](#) announced the launch of a service allowing guests to check-in and check-out using their cellphone. Via the hospitality brand's app, guests can automatically check-in, with no need to wait in line for staff. The free mobile app allows guests to view a digital floorplan and select their preferred room, showing room availability in real-time. Hilton Worldwide also announced that from 2015, guests at selected properties would be able to use their smartphone in place of a room key.

Source:
<http://news.hiltonworldwide.com/index.cfm/newsroom/detail/27192>



HOTELIED

Discounts based on social media popularity

Beta-launched in the US during April 2014, [Hotelied](#) offers discounts on luxury hotel stays to influential travelers with social media clout. Via a Hotelied account (linked to Facebook, Twitter and LinkedIn profiles), travelers can access deals relative to their popularity and influence, and tailored to individual travel plans. Hotels can also create specific discounts or target particular travel groups based on industry or regularity of travel. All the hotels featured on Hotelied have a rating of at least four stars.

Source:
<https://www.hotelied.com/>



HEATHROW AIRPORT

Airport offers complimentary personal shopping service

April 2014 saw [Heathrow Airport](#) introduce a free personal shopping service. Any passengers traveling through the London airport can book a bespoke consultation with an accredited stylist or personal shopper. 300 retailers at Heathrow are part of the service, including luxury brands such as Cartier and Gucci.

Source:
<http://www.heathrowairport.com/>



AUTOMOTIVE

Industry Updates



MERCEDES-BENZ

Automaker announces in-car integration with Nest

In June 2014, [Mercedes-Benz](#) announced in-car compatibility with Nest. Drivers can control heat settings and adjust the temperature of their home using a Nest app integrated into vehicle dashboards. Via GPS tracking and pre-selected functions, the app automatically switches the heating or air conditioning on when the driver is 30 minutes from home.

Source:
<http://nest.drivestyleapp.com/>

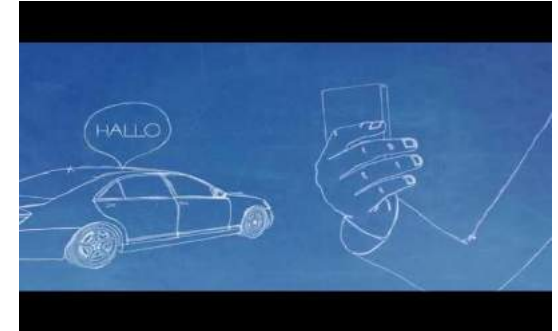


PARTPIC

Visual app helps with repairs by identifying replacement parts

[Partpic](#) is a US-based service allowing users to conduct visual searches for spare machine or appliance parts, which opened for beta sign-ups in September 2014. Working via a mobile app, the service allows businesses or consumers to take a photo of a part that needs replacing and then scans a database to identify its name and details. The free app can also connect users with their nearest hardware store.

Source:
<http://partpic.com/>



CAR CONNECTION

Plug-in device provides easy access to vehicle data

Launched in Germany in September 2-14, cellphone network O2's [Car Connection](#) enables drivers of cars with an OBD II port to access rich data relating to their vehicle. Via a plug-in device (containing a SIM and linked to a free mobile app), drivers can connect their cellphone with their car and view GPS data, technical diagnostic information and even tools to help them reduce fuel usage and save money. Users of Car Connection can also compare their driving with that of other participants. The device is priced at EUR 149, with a service charge of EUR 5 from the second year.

Source:
http://blog.digital.telefonica.com/2014/09/30/o2-car-connection-germany/?_ga=1.247352772.1580920175.1412852666



THE BIKE SHIELD APP

App prevent accidents by alerting car drivers to nearby cyclists

September 2014 saw the launch of [The Bike Shield App](http://thebikeshieldapp.com/): a free mobile app creating a 'virtual shield' around a driver's vehicle alerting them to the presence of nearby bikes and helping to prevent accidents. The US-developed app uses a cellphone's accelerometer to automatically activate when a car is moving, and emits an audio warning when a cyclist who is also carrying the app is nearby on the road.

Source:
<http://thebikeshieldapp.com/>



DRIVER EASY SPEAK

In-vehicle system helps parents control their kids

Unveiled in the US during July 2014, [Driver Easy Speak](http://toyotanews.pressroom.toyota.com/releases/toyota+2015+sienna+inspires+unexpected+adventures.htm) from Toyota is a system that amplifies parents' voices. Toyota's 2015 Sienna minivan is equipped with a built-in one-way microphone near the driver seat for hands-free control of the vehicle's smart dashboard. Via the Driver Easy Speak feature, parents can send their voice through to the speakers located at the back of the eight-seater people carrier. The system is available to customers purchasing Toyota's Entune premium audio system.

Source:
<http://toyotanews.pressroom.toyota.com/releases/toyota+2015+sienna+inspires+unexpected+adventures.htm>



HONDA

AR experience allows customers to visualize new vehicle ahead of its launch

April 2014 saw [Honda](https://www.youtube.com/watch?v=EIlxP6MISMU) unveil a marketing campaign for the Fit four-door vehicle ahead of its launch in Brazil. At dealerships across the country, customers could view the car and details about its specifications and features by directing a mobile device at a 'virtual carpet' on the floor. Via augmented reality, people could visualize a 3D model of the Fit, resulting in more than 1,500 customers purchasing the vehicle before it was launched.

Source:
<https://www.youtube.com/watch?v=EIlxP6MISMU>



HEALTH

Industry Updates



OLIVE

Bracelet discretely provides stress-managing prompts

[Olive](#) is a bracelet that tracks the wearer's heartbeat, skin temperature and other external factors to monitor stress levels. Users are prompted with LED lights or haptic feedback to discreetly prompt stress-managing breathing exercises. The New York-based designers secured funding on Indiegogo in October 2014.

Source:
<https://www.indiegogo.com/projects/olive-conquer-stress-be-stellar>



SKEA

Sensor-embedded device gamifies pelvic floor exercise

Reaching its Kickstarter target in August 2014, [SKEA](#) is a device designed to add a gaming element to pelvic floor exercises. Developed in China, the device connects to a cellphone via Bluetooth, and features a selection of games. Users control gameplay by squeezing their Kegels and can view their chosen game on the cellphone's screen. Priced at USD 85, the device also tracks exercise progress so that players can monitor improvements.

Source:
<https://www.kickstarter.com/projects/2091647642/skea-smart-kegel-exercise-aid>



APRIL ZERO

Software developer tracks every detail of his life

In May 2014, Anand Sharma began tracking every detail of his life and posting the results to his website, [April Zero](#). Using mobile apps such as Nike+, FourSquare and Moves, the San Francisco-based software developer meticulously records data such as how many steps he takes each day, his pulse, weight, cholesterol levels, and even how many GitHub comments or Instagram uploads he's made.

Source:
<http://aprilzero.com/>



SMART MAT

Smart yoga mat monitors and helps improve practice

Reaching its Indiegogo crowdfunding goal in October 2014, [SmartMat](http://www.smartmat.com/) is a US-designed yoga mat which tracking individual's position and making real-time suggestions about their yoga practice. Costing USD 347, the mat is integrated with responsive sensors which link to a cellphone or tablet, and can give audio or visual instructions or tips. Via an initial calibration process, the mat measures height, and various ratios between limbs to recognize specific body types. As individuals work out, the mat corrects their poses via audio feedback, or with visual feedback if people are taking part in a yoga class.

Source:
<http://www.smartmat.com/>



IODINE

Website helps users make better decisions about their medication

Launched in the US in September 2014, [Iodine](http://www.iodine.com/) is a free online platform that combines medical research with real-life information to allow users to make better decisions about medications. Users can search for specific drugs or browse popular categories, with each medication evaluated for side-effects, trade-offs and cost effectiveness. According to Iodine's developers, the site is designed to be easy-to-use and dispel any of the medical jargon typically associated with pharmaceuticals.

Source:
<http://www.iodine.com/>

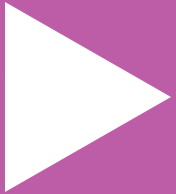


ICEdot

Helmet attachment notifies contacts in emergency

In August 2014, US-based sporting goods company [ICEdot](http://www.icedot.org/site/) launched the ICEdot Sensor: a bike helmet attachment notifying emergency contacts in case of a crash or fall. The device's built-in motion sensors can detect any significant crash, activating a countdown that if not stopped, notifies registered contacts via a Bluetooth-connected cellphone. The product also comes with a set of stickers featuring a unique code, that – if sent in an SMS to an accompanying number – will notify emergency contacts. The ICEdot starter kit costs USD 149, including a one-year subscription fee.

Source:
<http://icedot.org/site/>



Actions

HOW TO MOVE FORWARD WITH THIS INFORMATION

SENTINEL WORKING SESSIONS

Specialized session to define action on particular accounts

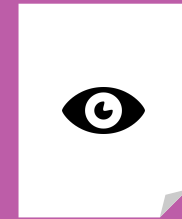


Working session

2 hour session with the account and operation team to establish goals and set context.



Analysis and insight from the multidisciplinary sentinel team.



Innovate

Evolution of opportunities, products and services for you brand and consumers.

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