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Great ideas can change lives. A notable theme from this year’s Cannes Lions was cause related creativity. “The standout ideas were pretty much all about innovation in the service of people and communities,” said Shaun McIlrath, Joint Global Creative Director at Iris Worldwide and judge of the Innovation Lion.

In 2010 we saw the introduction of the The Grand Prix for Good, this year the new addition was the Glass Lion, which recognises brands addressing gender inequality.

“People aren’t interested in advertising or brands. They are interested in what’s relevant and what adds value to their lives,” said Amir Kassaei, CCO of DDB Worldwide in his rousing talk Do This Or Die. “Collectively we can make the world a little bit better. Use your talent to change things to a better mould. Be honest to yourself. Respect people.”

We saw brands tackling global issues with pioneering technological solutions. ACH2O, a new filter designed by Panasonic, can make the water created by an air conditioning unit drinkable. Put in the context of a future where by 2050, 40% of the world will suffer from water shortage, this is potentially a huge idea affecting millions.

Geometry Global gave us the less technological, but equally innovative, Lucky Fish - an answer to iron deficiency in Cambodia. Similarly Grey Group Singapore invented the Life Saving Dot, a bindi that delivers a daily dose of iodine to Indian women, helping to prevent birth defects.

“The question is society, not technology. What are the needs of society?” said Andrew Lippman, Associate Director at MIT Media Lab. By putting people and communities first, brands will have a more meaningful part to play in our future.

Read on for examples…
OPTUS DESIGN SHARK DETECTING CLEVER BUOY

Optus is Australia’s second largest telco provider. Their task was to change the conversation from the size of the Optus Network, to the power it has to improve people’s lives.

Australia has four times as many fatal shark attacks as any other country. Yet their shark defence methods haven’t changed in over 60 years. The solution: to use the power of the Optus network to protect beachgoers and sharks.

Clever Buoy is a world-first smart ocean buoy, calibrated to detect sharks. It uses sonar to read their unique movement and sends instant alerts to lifeguards. These real-time messages are transferred using Optus’ Inmarsat satellite and the data is shared with scientists and Google researchers; an innovation partnering two Optus clients.

After a successful prototype launch, commercial Clever Buoys are now in development and present a viable alternative to shark defence in Australia and worldwide.

Agency: M&C Saatchi Australia

19M social media reach
475 global news stories
SAMSUNG SAFETY TRUCKS GIVE DRIVERS A BETTER VIEW
Inspired by the startling statistic that in Argentina almost one person dies in a traffic accident every hour, Samsung set out to reclaim safety through the power of innovation and Samsung technology. Most crashes occur when vehicles try to pass on one-way roads. With this in mind they created the Safety Truck, a device that captures real-time footage of the road and wirelessly feeds it to four screens on the truck’s rear wall. This live footage is streamed continuously as the truck moves, giving over-taking drivers a view of what’s ahead.
Agency: Leo Burnett Argentina

VODAFONE FIGHTS DOMESTIC VIOLENCE
Vodafone Red Light is a mobile app for women living in unsafe domestic situations. When shaken, the app sends an alert message and location to three contacts. The challenge was to bring the app to the attention of women without alerting their abusive partners. Online female-focused film content was created. At the point where men were most likely to have stopped watching, the presenter shared information about the app. More than 250,000 women have downloaded the app and to date, it has been activated over 103,000 times.
Agency: Y&R Istanbul

HP USE THE POWER OF PRINTING TO FIND MISSING PERSONS
Every year a staggering 200,000 people are reported missing in Brazil. Families of the missing often create posters to help find their loved ones. Print For Help was created to bring this search to a global level. HP printers that connect to a cloud-based network spread missing person posters through the ePrint feature. This makes it possible to target the specific area in which a person went missing as soon as it’s reported. More HP connected printers, results in a wider distribution of posters and a better chance of finding the missing person.
Agency: FCB Brazil
DON’T TELL ME, SHOW ME
What a shrimp frying cannon can tell us about the internet

By Kara Melchers

It was Pablo Picasso who said, “Others have seen what is and asked why. I have seen what could be and asked why not.” The Cannes Lions are the ultimate celebration of ideas, where design and craft are praised and brands who dare to ask “why not?” are extolled.

Spawned from the International Film Festival, the awards commend creative production and craft alongside innovation and effectiveness. Humans are kinesthetic creatures. A tangible experience, striking visual imagery and sound design can all create an emotional link that will help commit something to memory. “Don’t run away from details and moments in stories that reflect life as it really is...in all its surprising, bizarre and upsetting...this moves a story from being interesting to emotionally meaningful,” said Sarah Koenig host of Serial, speaking at Cannes.

Whatever the product it’s essential to find that connection with your audience and this can often mean thinking outside the box. This is why Japanese telecoms company NTT Docomo chose to demonstrate their high-speed internet service by inventing a cannon that cooks shrimp in three seconds. This distinctive and quirky interpretation of their key service has been viewed over 15 million times and is much more likely to stick in the minds of potential customers.

It’s insight that tells us where and how and why, but it’s creativity that brings insight to life and helps your brand to be noticed and remembered. As Heineken, this year’s Creative Marketer of the Year said, “Creativity is essential, creativity is everything, it’s the only way you can change people’s behaviour.” We are driven by visual presentation. The brain is not interested in sameness, the brain craves something different.

Read on for examples...
European heating company the Atlantic Group wanted to find a new, more engaging way to talk about their products. It’s fair to say heaters are not the most emotive topic, so a new visual approach to heat was conceived. The resulting beautifully shot film tells the story of heat and the power it has to create life.

A glass cube was placed on top of an isolated mountain in British Columbia, 2,400 meters above sea level, where temperatures can reach as low as -30 degrees Celsius. An environment within which any living thing would struggle to survive. Inside the cube two electric heaters were placed next to hibernating life forms and blocks of ice strategically positioned to irrigate the growing vegetation as it melted.

Filmed over 37 days, the warmth from the connected heaters brings life to this hostile terrain and illustrates the power of heat in the visually stunning and poetic film, which captures this icy tale.

Agency: Leo Burnett France
MICHAEL JORDAN TRANSPORTS FANS BACK IN TIME
The Michael Jordan brand gave fans a chance to trial their latest performance shoes and recreate one of MJ’s high-pressure, championship-winning plays. ‘The Last Shot’ is a fully immersive and interactive LED half court that visually transforms into Michael Jordan’s greatest moments. Players choose from one of three shots that cemented MJ as the number one player of all time and relive that scene complete with era-specific crowds and iconic NBA courts. The installation gives the brand a new relevance to fans who were not born when he was playing.

Agency: AKQA San Francisco

COKE TRANSPORT VIEWERS INSIDE THE ICONIC BOTTLE
To celebrate 100 years of the iconic bottle, Coke wanted residents of Brazil to get ‘Coke thirsty’. Partnering with Dolby they created a new cinema trailer to capture the spatial sound dimensions of a Coke bottle. By blending the latest sound technology with visuals created to replicate the journey of the liquid, Coke was able to take cinema goers on an immersive expedition from bottle to glass.

Agency: JWT Brazil

ISSEY MIYAKE CREATE FLOWERS OUT OF FASHION
Issey Miyake is a Japanese fashion designer known for his technology-driven clothing designs. In this campaign he uses a relatively analogue technique - covering a balloon with the clothes and filming while it’s shot with a dart. The effect when captured in slow motion is captivating and perfectly illustrates the pleated detail in his latest designs.

Agency: Taku Satoh Design Office
GET IN ON THE ACTION
How to convince your customers to swipe right

By Kara Melchers

There's no point starting a conversation you can't be an authentic part of. As marketers we need to open our eyes to cultural and consumer behaviour and adapt in a way that's genuine to our brands.

The sheer amount of tech and social platforms is overwhelming and finding a credible voice within each one is an ongoing challenge. Sean Rad, Co-Founder of Tinder, spoke about how they’ve successfully incorporated brands into the global dating app. Tinder users are already open-minded when it comes to new experiences, a solid starting point for a new conversation. By keeping within the existing format Tinder allows users to retain control over who or what they engage with. The app challenges brands to create content that will make its users swipe right (an action they’re currently trying to patent).

When asked “How do you measure success?” it was Will.i.am who said “Adoption. That’s when you know you have penetrated.” One of the success stories of this year was The Ice Bucket Challenge. By tapping into the cultural behaviour of sharing something funny, the chance to be part of a global conversation (one that includes your favourite celebs) and the opportunity to demonstrate some creativity, ALS Association transformed from a little known charity into a global phenomenon picking up 11 Cannes Lions along the way.

A brand that can mould to human behaviour and adjust to new surroundings is one that will have a continual cultural relevance. As Charles Darwin astutely noted, “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable.”

Read on for examples…
GEICO INVENT THE UNSKIPPABLE YOUTUBE AD

A pre-roll ad essentially stops a viewer from watching their chosen content, in which case to prevent that skip it needs to really capture the imagination in the first five seconds.

The US Government Employees Insurance Company (GEICO) wanted to take a low-interest category and inject some humour. Their answer – The Unskippable Ad, because in the first five seconds the ad is already over.

The ads are in fact longer than five seconds, where ironically they are successful in holding the viewers’ attention with a simple creative idea and no additional information. Actors mimic a freeze frame while activity, such as a background explosion or a dog jumping up at a table happens, around them. The simplicity of the idea is why it succeeds in being so engaging. The result is a dwell time that is longer than the initial five seconds.

Agency: The Martin Agency US
LIDL RENAME MILK IN RESPONSE TO SOCIAL TWEET
Customers like to complain and through social media even uninformed customers can get their point of view heard. In response to an untrue, yet potentially harmful post about their milk, Lidl hosted a stunt in which it renamed all of its Angens milk product, ‘Bosse’s Milk’, after the person who posted the original comment. The company had all the cartons redesigned, adding Bosse’s photograph and question as well as Lidl’s personal reply, explaining that their Angens private label has been 100% Swedish since 2010.
Agency: Indigo Sweden

INTERMARCHÉ CREATE “THE FRESHEST ORANGE JUICE”
We’re a generation who want to know our food is fresh. 550 million litres of orange juice are sold throughout the world everyday. Intermarché used these insights to bring new customers into their stores by creating a juice brand whose name is the exact minute the juice was made. 50 million media impressions were earned on the first day and fresh orange juice sales multiplied by 4,600% per store. Global in store traffic increased by 25% and in the first three days Intermarché completely ran out of oranges.
Agency: Marcel France

QUICKSILVER HELP JAPANESE BUSINESSMEN REDISCOVER THE WAVES
Surfing is one of the most popular sports in Japan, but most men hang up their wetsuit when they start a full time career. Quicksilver Japan wanted to help over-worked businessmen to regain their work/surf balance. ‘True Wetsuits’ are authentic, high quality wetsuits that can also be worn in the boardroom. The revolutionary new product allows sports-minded workaholics to head straight from the office to the beach. The 2015 model has already sold out and pre-orders for 2016 have demonstrated the popularity of this idea.
Agency: TBWA\HAKUHODO Japan
**ShotBySound** is the world’s first music video and fashion shoot hybrid. Daniel Johns and his band take pictures of models by triggering cameras with their musical instruments. The project was a collaboration with Australian department store David Jones. [link](http://bit.ly/1OnuZxT)

Italian designer Priscilla Fois Missk combines art and vinyl covers to create a new alphabet. [link](http://on.be.net/1IifR62)

The world’s best drone photography is announced on Dronestagram. The competition was judged on creativity and photographic quality by a panel of experts including National Geographic and Pulitzer Prize winning photographer Ken Geiger. [link](http://bit.ly/1ouGb1L)

GROWTH is an origami inspired pot that transforms and grows with the plant, as the plant itself unfolds over time. The expanding design sustains the development of the plant inside without need for maintenance or repotting. The neat origami folds expand as the roots of the plant grow. [link](http://bit.ly/1ToxfmP)

**Infinite Bridge** can be found just off the Danish coast. A beautiful circular design by Gjøde & Povlsgaard Arkitekter, it is part of this year’s Sculpture By the Sea festival. [link](http://bit.ly/1D2oxeT)

**Happaratus**, designed by Morten Grønning, is a glove that can sculpt hard materials by touch. The glove is fixed with a motor and filing heads on three fingers and can carve through hard materials, with fluidity. [link](http://bit.ly/1KtZ28C)

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**ARCHITECTURE**

**DESIGN**

**PHOTOGRAPHY**

**TECHNOLOGY**

**MUSIC**

**TYPOGRAPHY**

**Marine Collage Art**

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