

## ONLINE

## BOOKING PARTYGOERS FOR CLUBS



**N**<sup>ew</sup>

- Since January 2015
- No rivalling services yet

**L**eading

- Few comparable services
- Actually curated locals

The British company Zoola Fix now provides an Airbnb-like platform where party-loving travellers can get in touch with local partygoers. The locals state the languages they speak together with their music tastes in their website profiles and can then be booked by tourists. The travellers pay a fixed fee before heading out into the nightlife with their guides. The service works like a kind of pub crawl but in a much more personal style.

**I**ntelligent

- „Instant Friends“ in new cities
- No need to read countless guides

**S**tructure-breaking

- Might change the way we party in cities
- Partygoing as source of income

 <https://www.zoolafix.com>

 Zoola Fix Ltd., Großbritannien

MOBILE

iBEACONS FOLLOW USERS INTO THE WEB



The Californian company Total Communicator Solutions has partnered with the Norwegian advertising provider Unacast to develop a system that enables retailers to follow their customers into the web via iBeacons installed in the store. The beacons can track which products users look at and transfer the information to the accompanying smartphone app. If users still haven't bought the item, they receive banner ads over the next few days on various platforms like Facebook and news sites showing them the product and pointing out that they can buy it at the provider's online shop.

**N**ew - News from January 2015  
 - Has not been done before

**L**eading - New dataset every shopping trip  
 - Can be easily linked to the customer, scalable

**I**ntelligent - Use smartphone's gyrosensor to see which products the customer actually looks at

**S**tructure-breaking - Changes the demand in data for advertisers  
 - Customer Journey may even never end

<http://sparkcompass.com>

Total Communicator Solutions Inc., USA

## OUTDOOR COMMUNICATION &amp; PROMOTION

## SITCOM CREATES REAL ADVERTISING CAMPAIGNS



"Brändärit" is a TV show on MTV in Finland about a fictitious advertising agency that works with well-known clients to create real campaigns. The show is inspired by the fact that companies are willing to spend huge sums on TV adverts that viewers hardly notice. In "Brändärit", the characters develop fancy campaigns for partners like Nissan, Lidl and Viking Line, which are shown immediately afterwards. The viewing figures have exceeded expectations and the show has become a big hit on the web so that the format will soon be introduced in other countries.


**N**ew - Has not been done in that format yet

**L**eading - Clips tend to be seen much more human  
- Viewers can identify content from the show later in the ads

**I**ntelligent - Ads become associated with comedy content and integrated into the overall experience

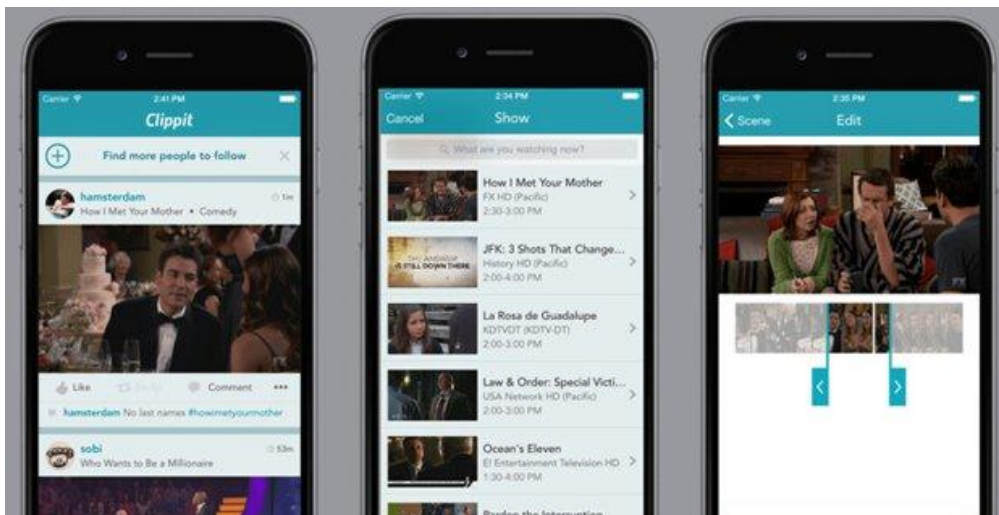
**S**tructure-breaking - Brands will want to adapt to this format  
- Ads might stop being ads

 <http://www.mtv.fi>

 Viacom Inc., Finland

## MEDIA &amp; PUBLISHING

## APP SENDS CLIPS FROM TV SHOWS



An app called "Clippit" from the Californian company Didja makes it possible to share live TV clips with friends. The company records the shows currently on air and makes them available to users for free. People can choose from the most recent clips and then shorten, rename and categorise the corresponding scene. Afterwards, they can share the content on Facebook, Twitter and other platforms. The clips can also be sent together with comments and emoticons.

**N**ew - November 2014

**L**eading - Few comparable services  
- Integrated in most Social media meshes, no PC required

**I**ntelligent - Plays the human urge to share things  
- Beneficial to get someone to watch TV

**S**tructure-breaking - People might share more TV-Content  
- More video in Social Networks

<http://www.clippit.tv>

Didja Inc., USA

## TECHNOLOGY

## TIPPING CAR SEAT WARNS OF CYCLISTS



Jaguar has unveiled its "Bike Sense" driving safety system, which warns drivers about approaching cyclists and motorcyclists with haptic, visual and audio signals. When someone approaches from behind, drivers are nudged by an extendible seat element in the shoulder. This instinctively causes drivers to turn in the direction of the approaching person. In front of drivers are LEDs signalling from the dashboard the direction and distance of pedestrians and cyclists. The accelerator and door are also automatically blocked in cases of danger.

**N**ew

- Press Release January 2015
- Actual new invention, unseen

**L**eading

- Jaguar would be the first to focus their efforts on this
- A system that will save many lives

**I**ntelligent

- Shortest way to the brain is touch reflexes
- Counter-trend to a lot of displays and screens

**S**tructure-breaking

- Might stop the „visuals“ trend in automotive
- Drivers will demand this for security and comfort

 <https://www.youtube.com>

 Jaguar Land Rover Ltd., Großbritannien

## LIFESTYLE

## WORLD'S FIRST VIRTUAL RESIDENCY



Estonia is now the first country to offer virtual residency. An e-resident digital identity will be issued by the end of 2014, offering people access to digital services. People who receive the digital ID chip card not only gain residency status in Estonia, but also get the chance to sign up to almost all digital services and place orders. According to EU law, this digital identification is equivalent to a hand-written signature provided in the country. What's more, the card is secured by a microchip.

**N**ew - World's first

**L**eading - If successful, this may find many adopters  
- Secure solution against sign fraud

**I**ntelligent - New concept might attract early adopters  
- Novelty factor & less paperwork

**S**tructure-breaking - Might change the way we identify online

<http://e-estonia.com>

 MTÜ IKT Demokeskus, Estland