

A black and white photograph of a baby's face, showing a wide-eyed, open-mouthed expression of surprise or awe. The baby's face is the central focus, with a blue semi-transparent overlay across the middle. The text 'People Watch' is written over this overlay. The word 'People' is in a white script font, and 'Watch' is in a white sans-serif font. Below the title, the words 'INNOVATION | INSPIRATION | INVENTION' are written in a white sans-serif font. To the right of this, 'NOVEMBER 2017' is written in the same font. In the bottom right corner, the word 'ADSHEL' is written in a pink, stylized font with a horizontal line underneath it. A horizontal bar with segments of purple, blue, green, orange, and pink runs along the bottom edge of the image.

People Watch

INNOVATION | INSPIRATION | INVENTION

NOVEMBER 2017

ADSHEL

A person in a light-colored coat and dark trousers stands on a large, detailed map of Europe. They are holding a black briefcase in their right hand and pointing their left index finger towards the Mediterranean Sea. The map shows various cities, countries, and geographical features like the English Channel and the Bay of Biscay. The background is a dark, textured overlay.

“Art begins in imitation and ends in innovation.”

Mason Cooley, Writer

INNOVATION | INSPIRATION | INVENTION

2017 is nearing a close and the creative juices are desperately in need of replenishment. This month we look at pioneers and innovators that inspire with ideation and always leave others saying “wish I’d thought of that!”.

Innovation is not like most other business functions. There are no reliable templates, rules, processes, or in some cases measures of success. Innovation can be around the simplest of reasons, like a plastic tripod for a pizza box. Some change the world, like Tesla’s new electric semi-trailer. No matter what, there is always a place for innovators in the world.

It’s not just about new inventions; it’s about using new and current resources in a more innovative way. It’s about keeping up with the times, while making sure you’re a step ahead of the pack. **It’s also about doing something better than it’s already been done.**

Innovation, in short, is anything but business as usual.

"Here's to the crazy ones.
The misfits. The rebels. The troublemakers.

The round pegs in the square holes.
The ones who see things differently.

They're not fond of rules.
And they have no respect for the status quo.
You can quote them, disagree with them, glorify or vilify them.

About the only thing you can't do is ignore them.
Because they change things.
They push the human race forward.
While some see them as the crazy ones, we see genius.


Because the people who are crazy enough to think
they can change the world, are the ones who do."

Apple's "Think Different" ad campaign, 1997.

A hand holding a lightbulb, symbolizing an idea or innovation.

Why didn't I think of that?

Five inspiring innovations



“Fashion is about dreaming and making
other people dream.”

Donatella Versace

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1.FASHION FORWARD

A fashion line that grows with the child!

A range of kids' apparel designed by Royal College of Art graduate Ryan Mario Yasin in July 2017, grows with the wearer.


Petit Pli uses permanent folds that stretch over children as they get bigger. Items in the apparel range include waterproof and windproof outerwear, with the collection sized to fit children aged six months to 36 months.

It takes a simple (and costly) issue and reinvents the concept of “hand me downs”... or is that now “grow me ups?”.

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“Hearing people have the ability to remove barriers that prevent deaf people from achieving their dreams.”

Marlee Matlin, actor.

2. AUGMENTED AUDIO

In October 2017 London's National Theatre begin trials of the [Open Access Smart Capture](#) system, designed for patrons who are deaf or with poor hearing.

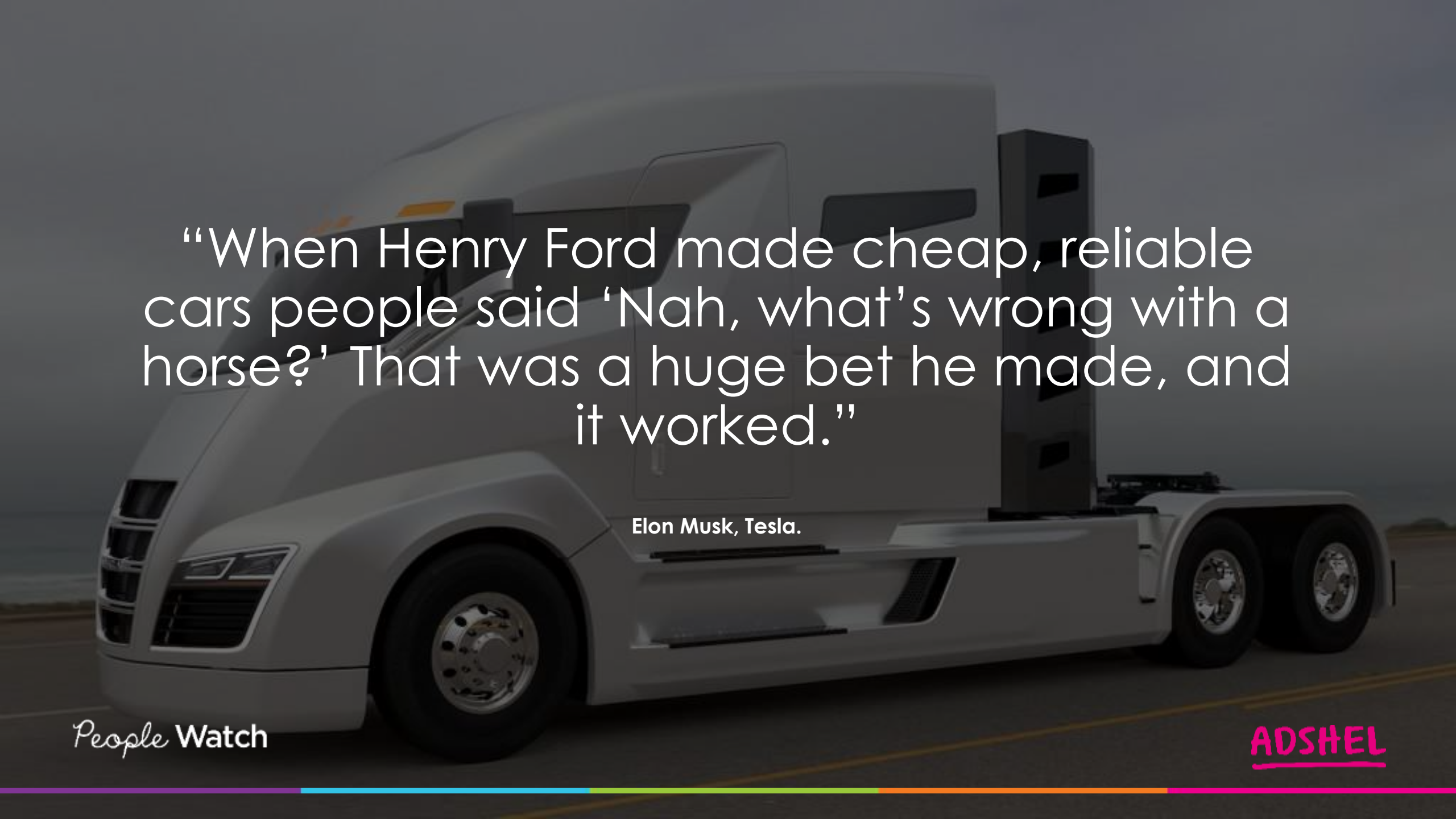
The augmented reality headset uses software which detects and follows a play live on stage, overlaying captions onto the glasses in time with the action.

This is transformative for people denied the ability to enjoy live theatre. Expect plenty more applications of augmented reality to develop in the coming years.

People Watch



ADSHIEL

A white Tesla Semi truck is shown from a side profile, parked on a road. The truck has a large, aerodynamic cab and a tall, black exhaust stack. The background is a hazy, overcast sky.

“When Henry Ford made cheap, reliable cars people said ‘Nah, what’s wrong with a horse?’ That was a huge bet he made, and it worked.”

Elon Musk, Tesla.

3. ELECTRIC DREAMS

Forget the car, Tesla's electric concept semi-trailer will revolutionise large cargo transport costs and environmental impact.

Hot on Tesla's heels follows major automotive players including Porsche, Mercedes and BMW who are developing full electric SUVs to compete with consumer demand.

This has already transformed the auto and petro-chemical industries with so much more to come. Exciting space to watch ... grab the popcorn!

People **Watch**



ADSHL



“If GM had kept up with technology like the computer industry has, we would all be driving \$25 cars that got 1,000 miles to the gallon.”

Bill Gates

4. FROM A TO B

Speaking of cars, from 2018, selected Mercedes-Benz vehicles will feature global mapping system - What3words.

Drivers can use voice command to say the three words relating to a specific location, in order to open navigation to that place.


The system functions via text or voice command, meaning that navigation functions even in areas without formalized post codes or street names.

Did someone say ... 'find nearest pub'?

People **Watch**



ADSHL

An aerial photograph of a small village nestled in a valley. A winding road curves through the center of the image, surrounded by lush green fields and scattered houses. In the foreground, there are several buildings, including a large, dark-roofed structure and a smaller, light-colored house. The background shows more houses and a dense forest of evergreen trees. The overall scene is peaceful and idyllic.

“Try imagining a place where it’s always safe
and warm. Come in, she said, I’ll give you
shelter from the storm.”

Bob Dylan, ‘Shelter from the Storm’.

5. MI CASA ES SU CASA

Unveiled in July 2017, [SHED](#) is an architect-designed modular living concept set to launch in London.

Made from recycled polyester, oriented strand board and wool, the SHED homes take one day to construct and dismantle, and cost GBP 5,500 to build.

Property management company Lowe Guardians takes over vacant sites to provide affordable short-term accommodation, with rent costing from GBP 300 (\$520 AUD) – including bills!

Wouldn't it be nice if everyone had a roof over their head every night (yes that's rhetorical).

People **Watch**




ADSHL

A close-up of a human hand reaching out, palm up, towards a body of water. The water is dark blue with many bright, out-of-focus reflections of light, creating a bokeh effect. In the far background, a dark, silhouetted island or headland is visible against a lighter sky. The overall mood is serene and hopeful.

But wait ... there's more!

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“[Bitcoin] is a remarkable cryptographic achievement... The ability to create something which is not duplicable in the digital world has enormous value.”

Eric Schmidt, Executive Chairman - Google.

BLOCKCHAIN

Blockchain is a network of computers that use technology to jointly record and manage Bitcoin transactions. That is, Bitcoin is managed by its network, and not any one central authority.

Perhaps a better name would be *Blockchange* - because of the promise it holds for transforming the use of crypto-currency around the world.

Though it is early in the development of Blockchain on the wider commercial market, the potential for incorporating the technology into almost every industry is endless – from buying a computer to financing your investment plans.

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“Let medicine be thy medicine and
medicine be thy food.”

Hippocrates, Greek physician - 370 BC.

REINVENTING FOOD

With huge increases in the world's population, and changing environmental conditions, the need to grow food supplies is critical.

Further pressure from global value chains and customers who demand healthier, more convenient and traceable foods are driving businesses to new ways of operating.


Advances are being made through the use of Blockchain technology and the development of food labels that change colour with temperature or time, and are programmed to release preservatives.

This area of innovation is already ahead of its time although there are some concerned about its impact on the delicate food chain.

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What's next?

People Watch

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A man wearing a VR headset stands in a field of tall grass and shrubs. In the background, a rainbow is visible against a cloudy sky. The scene is dimly lit, suggesting dusk or dawn.

72% of executives say they're not out-innovating their competitors

PwC's Innovation Benchmark Report, 2017

People Watch

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WHAT'S NEXT?

That's a lot of inspiration to pack into a few pages, but there is so much more innovation to come. The hard part is keeping up with the latest and greatest inventions and of course, figuring out what it all means to the day to day and long term consumerism.

Technology is undoubtedly enhancing market research, offering marketers new ways to understand their audience and glean more in-depth results. The challenge for older brands is, how do you serve customers on their terms in a modern society when you have an infrastructure that's been built over 200 years?

Companies that innovate will survive – innovate not only the product, but their capabilities to adapt and leverage the possibilities of invention.

WHAT'S NEXT?

There needs to be a strong connection between innovation and marketing. Whilst technology is creating incredible, almost unbelievable opportunities; for marketers, best practice sensibilities still apply.

Do research, identify the right opportunities, determine the value, and develop a strong, long term strategy with an agile mindset. That will create readiness for opportunity, deliver return to the business and ultimately benefit the consumer.

Famous author, Dr Jack Matson succinctly puts it in the title of his (every marketer) must-read book - “**Innovate or Die**”. A bit harsh, but you get the point.

The jury maybe out as to whether a business will ‘die’, but innovation will still keep coming.

Get on board or get out of the way!



Thank you

For more information on trends to
watch in 2017 contact us today

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