



**CONTAGIOUS**



## 06 NEWS

### Contagious brand ideas from around the world

Steak sauce brand A1 rewards its most ardent fans with exclusive prizes, while logistics company DHL revolutionises 'the last mile' with a crowd-sourced delivery model.

## 20 CORPORATE EMOTIONAL RESPONSIBILITY

### Contagious thinking / By Will Sansom

Should brands be held accountable for helping to fuel our narcissistic tendencies?

## 22 WEARING THIN?

### Contagious thinking / By Dan Southern

Wearable technology will be great (probably). It's just a shame that the brands behind it aren't making a strong enough case to convince the public.

## 24 C-CHANGE

### Contagious thinking / By Nick Parish

With so many digital tools becoming essential to modern communication, will we see a turf war between marketers and IT?

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The head of Motorola's Advanced Technology and Projects arm speaks to Ed White about radical innovation, the Maker Movement and 'epic shit'.

## 30 WILDFIRE

### Stories plucked from the pop culture ether

This quarter's picks include modular phones, a super high-speed rail service, invisible skyscrapers, interactive tablet-based thrillers and Banksy's New York residency.

## 38 UP AT NIGHT

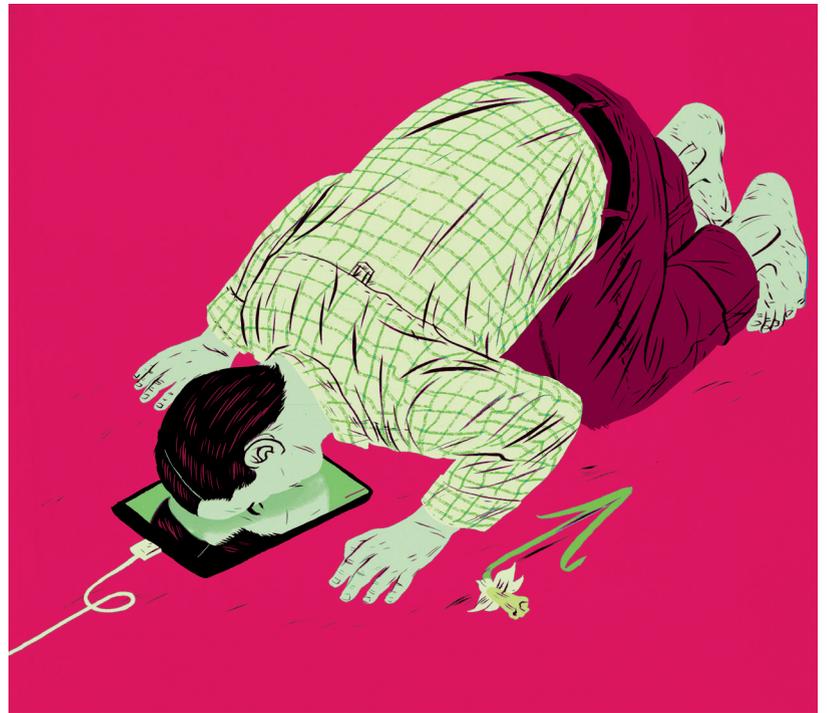
### Richelle Parham, eBay

eBay's CMO tells Chris Barth how the brand is working hard to drop the 'e' from ecommerce and positioning itself as a consumer ally both on- and offline.

## 42 SMALL BUT PERFECTLY FORMED

### Little brands, big thinkers

The startups and companies that have impressed this quarter. Those punching above their weight in terms of revenue and visibility include Ninja Blocks, Makelight, Sherpaa and Dropifi.



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### Perfect fit

Driven by cutting-edge products and crisp messaging, Under Armour has become a presence in performance apparel, seemingly overnight. Chris Barth takes a look at how the brand keeps up with its global competitors – and what comes next.

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### Choose your own adventure

Arwa Mahdawi explains why brands and agencies must relinquish control over their stories, and should collaborate, not dictate.

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### Satisfaction: guaranteed

Patrick Jeffrey looks at how this Turkish bank has used service design to reinvent the traditional banking experience.

## 80 CATEGORY FOCUS / SPORTS MARKETING

### The fan club

In the sports bar, arena or on the couch, your favourite athletes are just a tweet away. Nick Parish explores how ubiquitous access is changing the game.

## 88 IN THE FIELD

### Amber Case, Esri R&D

Cyborg anthropologist Amber Case speaks to Chloe Markowicz about how our relationship with technology is shaping our behaviour and identity.

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### Clutter crisis

James Wallman argues the shift from ownership to experience is the most important cultural trend of the 21st century.

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### Future talent

Young guns from across the globe: Meet computer scientist Kara Radinsky, Google Glass explorer Deqing Sun and entrepreneur extraordinaire Alex Capecelatro.

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