



**CONTAGIOUS**





**06 NEED TO KNOW**

**Contagious brand ideas**

We showcase the best campaigns of the quarter and explore trends, including how VR is being used for educational purposes and how digital technology is delivering richer research experiences in-store.

**40 PREDICTING SUCCESS**

**In the field**

Dan Gardner, co-author of *Superforecasting: The Art and Science of Prediction*, tells Emily Hare about the attitudes and habits that anyone can adopt to come up with incredibly accurate forecasts.

**18 THE HABITS OF HIGHLY CONTAGIOUS AGENCIES**

**Feature**

How the world's best and bravest agencies consistently deliver exceptional work. By Alex Jenkins.

**44 ENEL / POWER UP**

**Disruptor**

One of the world's biggest energy companies is ditching fossil fuels and vows to be carbon-neutral by 2050. Patrick Jeffrey explores how Enel's CEO is implementing this bold new vision.

**26 TO BOT OR NOT TO BOT?**

**Behind the hype**

Kate Hollowood provides a practical guide to creating a chatbot, from software to syntax.

**49 SMALL BUT PERFECTLY FORMED**

**Little brands, big thinkers**

The disruptors, the game-changers, the finders of new markets and the upstart startups. This quarter we profile new companies that put personalisation first and examine the impact of a global, purpose-led startup accelerator.

**30 SNAPCHAT / YELLOW FEVER**

**Brand spotlight**

It's the hottest content platform in the world right now, but how can brands join the party? Patrick Jeffrey interviews the Snapchat team to find out first hand.

**60 HUMANISING ONLINE RETAIL**

**In focus**

Online discovery is finally evolving beyond keyword search as retailers realise that image- and speech-recognition tools can make shopping online simpler, more personalised and more intuitive. By Chloe Markowicz.

**68 DOWN THE ROAD**

**Opinion**

Autonomous vehicles will soon change the world – from the way we travel, to the cities we live in. And this transportation evolution will drive forward opportunities for contextual brand experiences. By Chris Barth.

**90 TAKING DIGITAL DOWNTOWN**

**Wildfire interview**

The director of MIT's smart cities lab knows what the cities of the future will look like. Sophia Epstein speaks to Carlo Ratti about how digital technology is becoming part of physical space and how that will change the way we live and work.

**70 ÅHLÉNS / ONE FOR ALL**

**Brand spotlight**

After more than a century in business, Swedish department store Åhléns was fading into the background. Chloe Markowicz looks at how the brand has started standing up for social and environmental issues in ways the public can't ignore.

**96 PEAK PERFORMANCE**

**Feature**

Emily Hare looks at how creative leaders are using technology and data to enhance their workplace, take decisions and drive business growth.

**80 MINING FOR ENGAGEMENT**

**Opinion**

Sophia Epstein explains why building communities online shouldn't be limited to the obvious social platforms.

**98 MCWHOPPER / FLAMING SUCCESS**

**Strategy spotlight**

How Burger King increased consideration by offering an olive branch to its biggest rival, in the form of a delicious burger.

**82 WILDFIRE**

**Early signals from the future**

This quarter we explore how companies are connecting dumb objects, from teddy bears to trucks. Plus, we investigate the most interesting 'pollution solutions' for land, air and sea.

**100 INDEX**

The brands, companies, people and agencies showcased in this issue of *Contagious* – now with page numbers next to them.

