



**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.

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**In the field**

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

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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.

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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.

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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.

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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.

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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.

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

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