





06 NEED TO KNOW

Contagious brand ideas

We showcase the best campaigns of the quarter and explore trends, including how brands are capturing attention through education and integrating voice-controlled technology into marketing.

40 BARBIE / BLONDE AMBITION

Brand spotlight

Chloe Markowicz on how Mattel embraced female empowerment and diversity, proving that Barbie is more than just a pretty plaything.

76 PRODUCTIVE THINKING

Feature

James Swift considers why some of the most celebrated work of the past year looks nothing like advertising and what this means for agencies.

92 BEYOND SCREENS

In focus

Some 90% of all media interactions happen on screens, but technological developments are making them less important. Kristina Dimitrova investigates the rise of voice-based interactions and the evolving wearables landscape.

18 SPOILT FOR CHOICE

Feature

We have more options than ever before. But too much choice overwhelms customers, so brands need to do something to ease the tension, argues Sophia Epstein.

51 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 ask precisely why agencies and brands should be collaborating with emerging businesses. We also profile advanced chatbot creators x.ai and wildly popular lip-syncing app musical.ly.

80 BRAINS IN GEAR

Wildfire interview

Emotiv's EEG headsets allow people to control the world with their minds. Kate Hollowood speaks to VP of corporate development Kim Du about the technology's power to transform lives and creativity.

98 BREAKING THE ICE

Did it sell?

We chart the phenomenal success of Inspired by Iceland's strategy to boost tourism by turning residents into human search engines.

22 THE NEW SOCIAL ORDER

Opinion

Current tech trends suggest that 'dark social' is simply going to become 'the new social', so Patrick Jeffrey asks why marketers aren't giving this area their full attention.

62 WORK SMARTER

In the field

Neuroscientist, academic and author Baroness Susan Greenfield tells Emily Hare what her research into the brain means for creativity, work and behaviour.

84 WILDFIRE

Early signals from the future

This quarter we focus on how medicine is becoming more personalised and how technology is impacting the workplace.

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

25 MOST CONTAGIOUS 2016

Special report

What do the major movements of 2016 mean for the year ahead? We focus on machine learning, realities, the shift in social and humanising computing, as well as picking out some emerging trends.

66 SNICKERS / HUNGER DRIVE

Brand spotlight

James Swift gets stuck into how the chocolate bar brand came up with a populist campaign that took Snickers from lagging category growth to outpacing it, and provided Mars with a new model for how to create a global brand.

