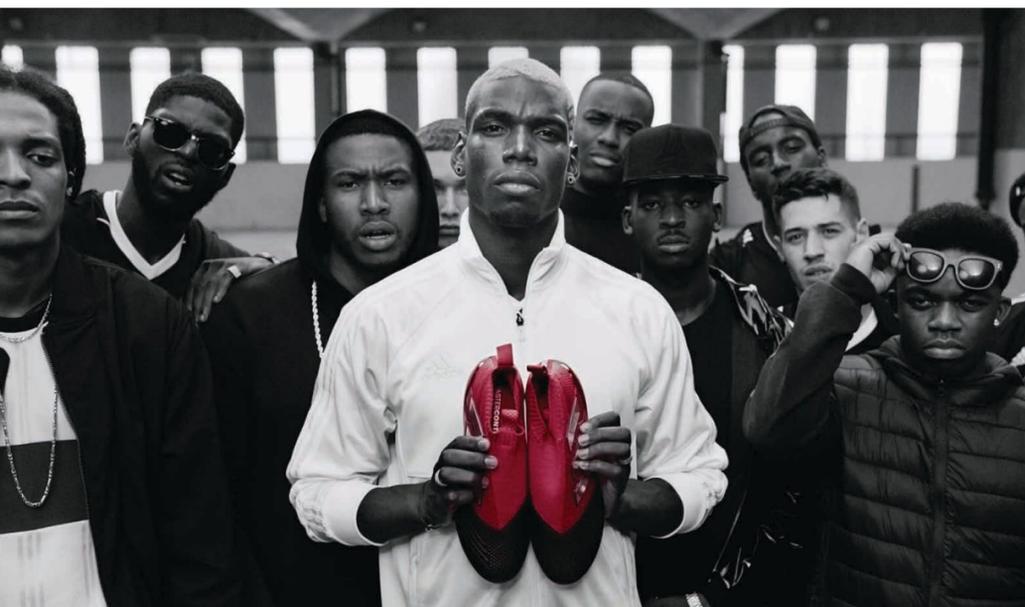




CONTAGIOUS



06 NEED TO KNOW

Standout campaigns

We showcase the best campaigns of the quarter and explore trends, including how brands are harnessing consumer opinions in campaigns and how marketers are finding new ways to influence behaviour.

32 BRAVE'S NEW WORLD

Feature

Online advertising is inefficient, opaque and exploitative. Can blockchain technology create a fair solution where people opt in to receive ads? James Swift meets Brave, the blockchain browser that believes it has found the solution.

62 PRIMED AND READY

Interview / Robert Cialdini

Social psychologist Robert Cialdini explains how you can prime your audience to be persuaded by your message – before they've even seen it. By Sophia Epstein.

84 WILDFIRE

Early signals from the future

This quarter we focus on how new technologies are augmenting human minds and bodies, how transportation is set to evolve in the future and how the influence of blockchain is spreading to numerous industries.

18 FIGHTING FOR THE LONG TERM

Feature

Advertising and business have lost their focus on the long term. Emily Hare looks at how to balance firefighting immediate challenges with keeping one eye on the future.

34 TACKLING TRUST

Special report

A series of global shifts has completely restructured people's notions of trust. Patrick Jeffrey assesses what marketers must now do to build trust in this tough new landscape.

66 TIGER BEER / EARNING YOUR STRIPES

Brand spotlight

Sophia Epstein explains how Tiger Beer reversed market share decline and started to grow globally by reconnecting with its Singaporean roots.

92 MAKE IT WITH YOU

Feature

Kristina Dimitrova delves into the rise of co-creation and explains how it could help brands become people's natural first choice.

24 MISSION MINDSET

Interview / Grad Conn

Microsoft USA's chief marketing officer tells Emily Hare why a growth mindset is essential for marketers and how the tech giant is becoming more open.

40 ADIDAS FOOTBALL / RE-BOOT

Brand spotlight

Adidas had been synonymous with football for more than 60 years, but it was losing ground to Nike. James Swift explains how Adidas made its boots more desirable by embracing the modern game, as well as the modern consumer.

76 THE DAWN OF NEW DATA

Feature

Chloe Markowicz outlines the marketing and business opportunities for brands in leveraging their consumers' bio-personal data, thanks to new technologies such as image recognition and genome sequencing.

96 SKIP ANNOYING, START ENGAGING

Opinion

A more self-aware approach to digital advertising can help brands acknowledge interruption to improve perception and retain people's attention, argues Edoardo Biscossi.

28 COMPUTATIONAL CREATIVITY

Feature

As computers become ever more proficient at generating content, should they be considered creative? And what does that mean for marketing? By Alex Jenkins.

51 SMALL BUT PERFECTLY FORMED

Startups and startup culture

The disruptors, the game-changers, the finders of new markets and the upstart startups. This quarter we look at an app store for genomic information, an urban farming accelerator and a subscription service for custom perfumes.

80 FLUID FUTURES

Interview / Pattie Maes

Professor Pattie Maes – one of the world's foremost experts on human-computer interaction – tells Patrick Jeffrey how our future devices will coach people into living better lives and making smarter decisions.

98 FEEL-GOOD TRANSACTIONS

Did it sell?

How the Bank of Åland significantly increased its customer base by championing environmental responsibility.

