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Pioneering creative and strategy
 The most inspirational ideas of the quarter, from brands including Minecraft, Ikea and BrewDog. Plus, the strategy behind some of the quarter's best work, including a fashion label that ditched its logo to raise awareness of endangered animals and a pizza brand that repaired cracks in roads.

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 Bygone ideas were rediscovered this year at Cannes, as some old tricks won new Lions, writes Chris Barth.

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Startups and startup culture
 The disruptors, game-changers and the finders of new markets. This quarter we profile Inspidere, a company turning manure into biotextiles, paper and plastics; and HQ Trivia, the game app reinventing appointment viewing.

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Interview / Sarah Carter
 George Wyndham speaks to Sarah Carter, co-author of *How Not to Plan*, about why advertising has become so divorced from reality and what planners must do to burst the city-centric bubble.

18 POD PEOPLE
Contagious guide
 Podcasting is blazing a similar trajectory to music streaming. James Swift outlines how to tune in to this thriving channel.

30 FOLLOW THE CROWD
Contagious guide
 As confidence in high-profile influencers is waning amid PR disasters and follower fraud controversies, George Wyndham and Kristina Dimitrova outline why micro and virtual influencers offer big opportunities for marketers.

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Brand spotlight
 Hit by public scandals and suffering from huge losses, by 2015 Tesco had hit rock bottom. Kate Hollowood looks at how the supermarket pulled off one of the most dramatic turnarounds in UK retail history.

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 The spectre of hashtag justice looms over brands: take the wrong stance and PR fallout can be brutal, but fail to embrace the issues and look like just another cynical corporation. James Swift discovers what separates right-on from write-off.

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 Getting creative with your assets can drive results, argues Alex Jenkins.

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 At some point someone somewhere will tell you that quantum computing is going to change everything. James Swift has written a primer that should make those conversations a little easier.

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 Computer scientist and virtual-reality pioneer Jaron Lanier has used his inside knowledge to piece together a terrifying narrative of social media as a manipulation machine that turns people against each other – and advertising is the electricity that gives this machine life. By James Swift.

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 In this quarter's Wildfire, we look at the sustainable shift that has the potential to impact every FMCG brand.

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 While speed may be the great differentiator, it's important to remember that it's not an absolute. Moving fast requires more than just a quick pace, argues Katrina Dodd.

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 Burger King was adrift, confused and losing to a clown. Sophia Epstein looks at how the fast-food chain reignited itself with a brave, fast-paced marketing strategy.

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 Specialty gyms are disrupting the fitness industry. Alice Franklin looks at how focusing on lifestyle, building in-depth personalisation and harnessing influential instructors has helped shape the boutique boom.

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 How a confectionery brand targeted its Super Bowl ad to one person and generated a 7% sales uplift in the process.

