

GDR CREATIVE INTELLIGENCE

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What's changing the world? BCSC Manchester Nov 2010

Social commerce

New commercial channels

Interactive and 3D communications

Social Commerce - impressive figures

‘Checking in’ - Foursquare, Facebook Places etc -
why it matters

Case study examples:

- Facebook ‘Like’
- Levi’s Friends store
- WE
- RememberMe
- PepsiCo X Stickybits

New commercial channels

Online bulk purchase

Widget-driven affiliate marketing

Commercialized online video

Case study examples:

- Groupon.com
- SyncFu.com
- Domino's Widget
- Clikthrough

Technical and 3D pop up books

POS that builds 3D models

Display of high value items, in-store or online

Case study examples:

- Metaio
- Tissot @ Selfridges

Consumer Drivers

Expectation of personal brand building by 'liking'

Desire to shop socially, on and offline

Growing demand for bulk purchase bargains

Increasing use of mobile coupons, object check-ins, local advertising via geo-located marketing

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