

Innovation in Action

The insider's guide to the insights
and ideas impacting your world.

Inspiring you to deliver innovation
for growth.

?WHAT IF!

Part of Accenture

JULY '20

NEW BEGINNINGS

Happen was acquired by Accenture in October and we're joining the ?What If! team in Accenture's Innovation practice to bring you this month's Innovation in Action.

We'd like to thank you for your on-going support and hope you continue to enjoy and be inspired by the innovation we see being launched in the world.

All the best,

The Innovation in Action Team



Part of **Accenture**



JULY 2020 EDITION

As spring has turned to summer, the tide seems to be turning from a locked-down mentality to a sense of optimism and pragmatism by many brands in the food and drink sector.

From M&S bringing nostalgic favourites to tasty new formats to Jägermeister supporting the promise that good times will come again, there is a lot of optimism for how we will emerge together out of this crisis. But just because these innovations were born in lockdown, doesn't mean that they are limited to it. These are innovations with a future focus in mind, and for brands such as Hinge, a digital 'pre-screening' before heading on a date will likely prove a necessary new step which eliminates the awkward first meeting.



HINGE

Date Delivery.

While we're starting to see the first signs that dating within your 'bubble' could very much be back on the agenda for summer, Hinge has announced a simple digital tweak for consumers who are still within the same four walls. A simple addition of a button that notifies both parties that you would like to Zoom. Simple, effective and a useful feature that could benefit daters far beyond lockdown.

[Source](#)



Part of **Accenture**

Hinge

Designed to be deleted



Image: Hinge

TIDAL TANK

Water-Filled Kettle Bell.

With gyms remaining shut for the foreseeable future, the home gym is diversifying to support consumers' longer term fitness goals. Dynamic and useful training tools such as this water-filled kettle bell helps to diversify reps and keep consumers working at their peak. Versatile and user-friendly, definitely a good solution to keep workouts feeling challenging.

[Source](#)



Part of **Accenture**



Image: TrendHunter

HAPPY PLACE

A virtual festival of escapism.

Being cooped up inside is not the best recipe for ongoing mental health. With that in mind, Happy Place festival has been made 100% free and completely virtual. Roam around the virtual space and engage with passionate people promoting mental and physical wellbeing to ensure you get a break from the monotony. Connect your mind and body, unlock your creativity, and find your Happy Place.

[Source](#)



Part of **Accenture**



Image: Happy Place

ZOFLORA

First TV ad.

One of Mrs Hinch's go-to cleaning brands has launched their first TV ad, leveraging the impact of new consumer behaviours in the wake of the pandemic. The campaign touches on the new battlegrounds for germs and humorously targets the 'new normal' of working, socialising and living at home.

[Source](#)



Part of **Accenture**

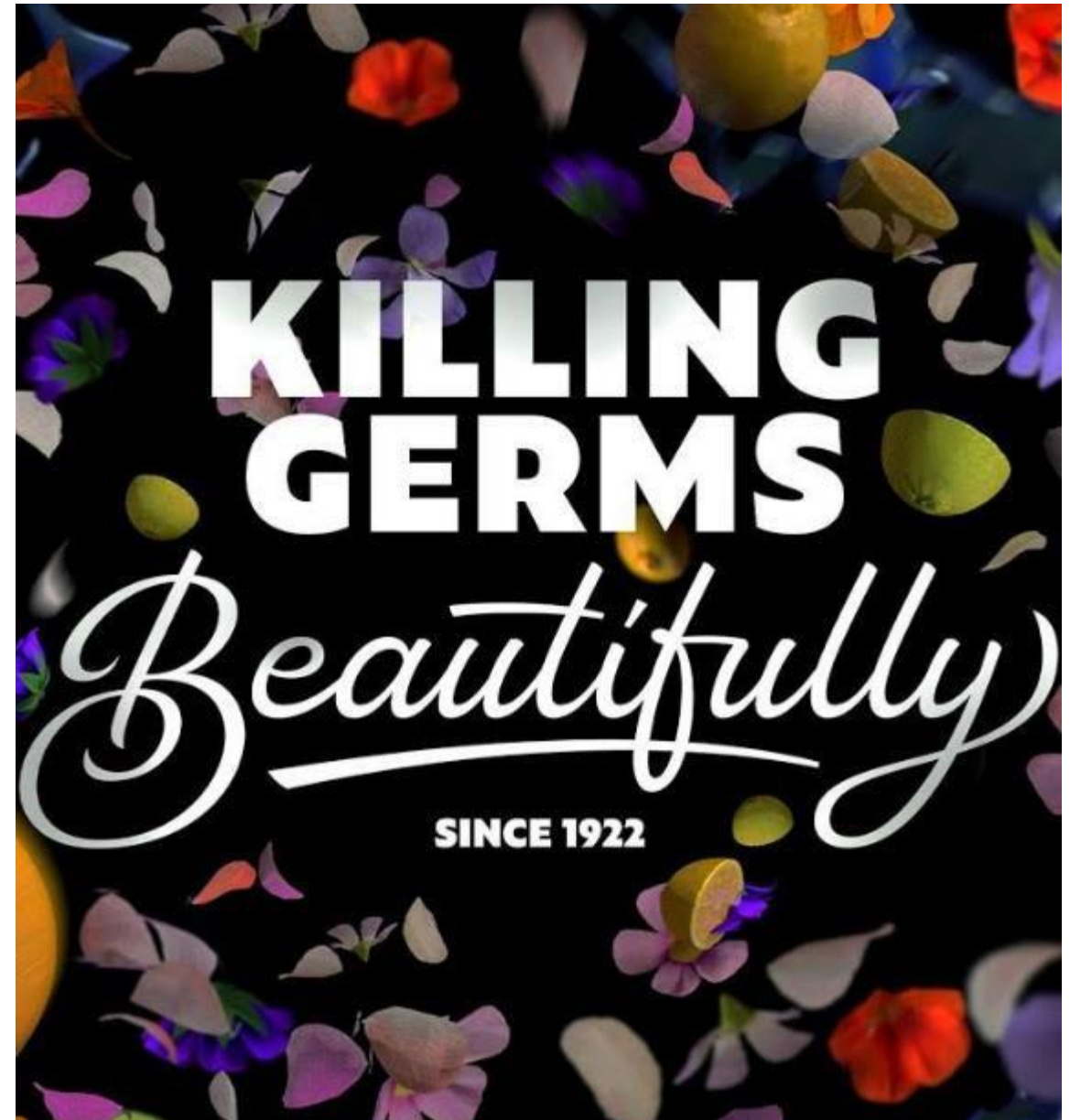


Image: Zoflora

SAMSARA LUGGAGE

The Essentials Safety Kit.

In response to the increased hygiene concerns around the pandemic, we have seen a huge spike in what consumers consider to be ‘essential items’. Samsara Luggage’s response is to create a safety kit filled with protective products to support health and greater peace of mind for consumers, essential workers and charities.

[Source](#)



LUMASOL

Smart sunscreen.

Promised as a natural way to protect your skin during those extended periods in the garden, Lumasol has launched a sunscreen mist complete with a smart engine and wristband that reminds users to re-apply the product. Never be caught out again.

[Source](#)



Part of **Accenture**



Image: Lumasol

ESTÉE LAUDER

AI-based chatbot Liv.

In lieu of the over-the-counter consumer interaction that has been the cornerstone of the beauty and skincare industry, during the midst of store closures Estee Lauder has developed an AI-based chatbot to provide personalised, digital skincare advice conversationally through an app already in consumer's daily usage - WhatsApp.

[Source](#)



Part of **Accenture**

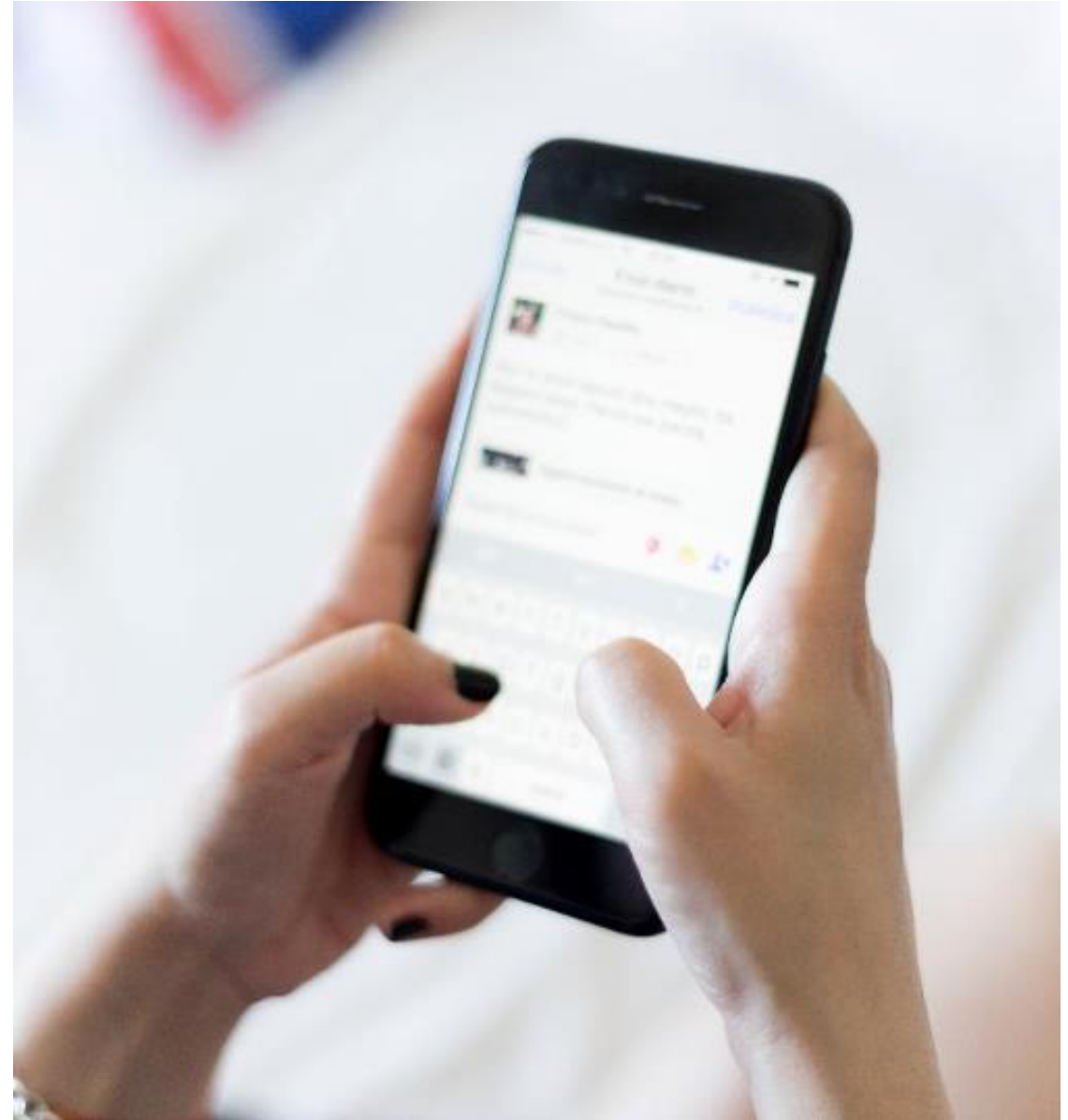


Image: Unsplashd

NURTURALLY

Breast pumping sports bra.

Looking into the micro frustrations around breast pumping bras currently on the market, the Nurturally team identified a few issues. The desire to go 'hands free' during their moment of 'me time' and not waste a large amount of money on a product that can only be worn for a certain time period were key drivers. This breast pumping bra also doubles up as a sports bra for new mums wanting to be active.

[Source](#)



Part of **Accenture**



Image: Nurturally

CONDE NAST

Sustainable Fashion Glossary.

Condé Nast has partnered with the Centre for Sustainable Fashion at London College of Fashion to launch a sustainable fashion glossary. This authoritative global resource will unpick sustainable fashion and the industry's role in the climate emergency.

[Source](#)



Part of **Accenture**



Image: Conde Nast

L'ORÉAL

Do It Yourself.

As self care remains high up on the list of priorities during lockdown and beyond, L'Oréal has launched an activity focused 'mix it yourself' face mask. In one section is a hydrating Vitamin C acid shot face mask, and separately is an ultra-absorbent, dry algae tissue mask waiting to be infused. Mix the two together when you're in the mood for a salon-worthy facial in the comfort of your own home.

[Source](#)



Part of **Accenture**



MOTHER KOMBUCHA

Agua Bucha.

With the arrival of summer, we know that thirst-quenching refreshment is high on the agenda for consumers. Florida's favourite kombucha brand, Mother Kombucha, announces the launch of Agua Bucha, a kombucha-infused sparkling water. The crisp and refreshing sparkling water is enhanced with naturally occurring B vitamins and organic acids found in kombucha – perfect to support healthy living.

[Source](#)



Part of **Accenture**



Image: Mother Kombucha

Innovation in Action

MOUNT FRANKLIN FOODS

Nubu Nut Butter Bites.

Nut butter has steadily become a favoured snacking product due to its definitive taste, high protein and all natural creds.

In response, Mount Franklin Foods has launched a new crunchy snack that combines nuts with 100 percent natural peanut butter in a poppable, better-for-you format.

[Source](#)



M&S

Percy Pigs Ice Cream.

Nostalgia is making a comeback, truly supporting that feel-good vibe and M&S is on the front foot with their Percy Pigs ice cream. Inspired by the taste of the signature sweets, this ice cream and chewy marshmallow combo is the perfect post-dinner sweet treat.

[Source](#)



THIS

Plant Based Chicken and Bacon.

Taking the plant-based principles to classic meat products, the THIS team has recreated plant based versions of lockdown favourites such as plant-based bacon rashers, tikka pieces, salt and pepper chicken pieces and chicken goujons. These meat-free alternatives are designed as a direct substitute for the nation’s favourite meals.

[Source](#)



Part of Accenture



CHUBBY ORGANICS

Nut butter and 'jelly' sandwiches.

Nostalgia is on the up but that doesn't need to come at the cost of health. Enter US-based Chubby Organics with a launch of 'no junk' nut butter and jam sandwiches, providing a healthier twist on the childhood classic.

[Source](#)



DOMINOS

Plant-based pizzas.

Dominos has launched two vegan pizzas to satisfy the cravings of those vegan pie lovers.

Non-meat eaters can now enjoy a vegan-approved Margherita or Vegi Supreme slice or two in the comfort of their own home.

[Source](#)



Part of **Accenture**



Image: Dominos



What comes first..?

M&S has launched a combined strawberry jam and clotted cream spread. Meet Strawberry Clotted Cream, the perfect topping for fresh scones, and just in time to enjoy re-runs of classic Wimbledon matches.

[Source](#)



Part of **Accenture**



Image: M&S

JÄGERMEISTER

Save the night.

With the global lockdown impacting the lives and livelihoods of millions, those working in clubs, bars and nightlife-related creative industries are profoundly affected.

The goal of Jagermeister's #SAVETHENIGHT initiative is to support the global nightlife community, helping professionals working in the industry who need direct financial help.

[Source](#)



Part of **Accenture**



Image: Jagermeister

DIAGEO

100% recycled plastic bottle.

With the increase in alcohol consumption during the pandemic, Diageo has recognised the consumer need to produce less waste and launched its first 100% recycled plastic bottle.

The bottle will be rolled out across Seagram's 7 Crown American whiskey brand, equating to a drop in 1000 tons of annual virgin plastic production.

[Source](#)



Part of **Accenture**



Image: Diageo



Virtual classes.

To keep virtual learning interesting, the BBC has recruited the help of some famous faces, including Sir David Attenborough, Liam Payne and Mabel, to add energy to their daily curriculum.

Each famous name helps curate a programme of lessons, including tips and advice to keep kids engaged throughout the virtual school day.

[Source](#)



Part of **Accenture**



Thank you.

enquiries@whatifinnovation.com
**To subscribe please email:
enquiries@whatifinnovation.com**



Part of Accenture

JULY '20

Innovation is the ability to turn massive challenges into meaningful change.

For more content on how businesses must outmanoeuvre uncertainty and return to work; while rapidly addressing the needs of their people, customers and suppliers please take a look at Accenture's library [here](#) covering expert insights from our leaders paired with tangible actions that your organization can take to turn massive complexity into meaningful change.

**WHAT IF?
WHAT NOW?
WHAT NEXT?**