

# Innovation in Action

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

**Inspiring you to deliver innovation  
for growth.**

**?WHAT IF!**

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**AUGUST '20**



# AUGUST 2020 EDITION

The new normal is here, and behaviours that once seemed strange are becoming utterly ordinary. Brands and consumers alike have adjusted, and we're seeing an influx of ideas that address these changing habits in different ways across the world.

From self-timing soap, helping people to glide into new hygiene protocols to sustainability being put back on the agenda, this month's edition of Innovation in Action highlights how innovation is being rethought to better serve our adapted way of living. Our monthly update is brimming with examples that showcase smart new solutions, fit for new consumer habits.





# ARCHIE ROSE

## Smoky spirits.

As an unfortunate consequence of the Australian bushfires, many of the country's vineyards suffered smoke damage to their grapes, rendering them unsuitable for wine production. In a creative use of unused assets, Sydney distillery Archie Rose created a 'smoky' spirit made with the spoiled grapes.

[Source](#)



# MEIYUME

## Safer sampling.

Beauty company Meiyume is helping customers head back in-store by prototyping touchless product sampling. Motion-activated devices will be able to dispense all types of liquid skincare products and fragrances without any contact, allowing customers to return to testing products worry-free.

[Source](#)





# WHERE WE STAND

## Socially Distanced Cities.

Fifteen of the world's leading design studios have been invited to reimagine how public spaces could safely encourage gathering. The work is hypothetical, but has the intention of calling on governments, developers and landowners to consider inventive and inclusive approaches to outdoor space in a post-pandemic world.

[Source](#)



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Image: It's Nice That

# UNIVERSITY OF BRITISH COLUMBIA

## **Compostable face masks.**

The influx in disposable personal protective equipment (PPE) continues to negatively contribute to the global problem of plastic pollution. To help ensure safety and sustainability, researchers at the University of British Columbia in Canada have developed a fully compostable and biodegradable face mask.

[Source](#)



# WINDOW SWAP

## Guaranteed window seat.

Travel may still be restricted, but a new video project aims to virtually transport you around the world. Window Swap allows you to instantly peer through someone else's window, meaning that a relaxing international escape is just a click away (though be prepared for some serious view envy).

[Source](#)



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Image: WindowSwap

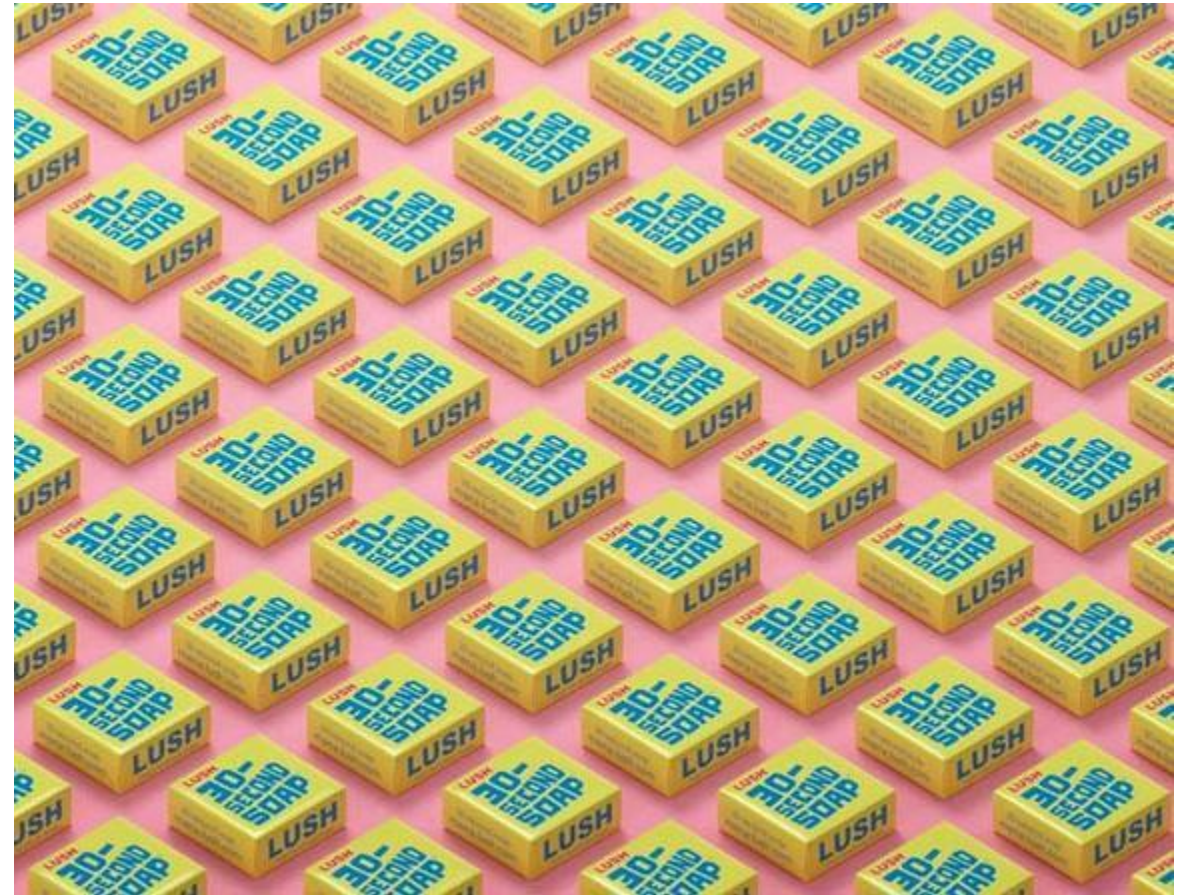


# LUSH

## Self-timed soap.

Cosmetics company LUSH is helping consumers in the Middle East to make sure their hands are sanitised before sitting down to eat. The brand's new self-timing soap is designed to dissolve after exactly 30 seconds of scrubbing. Developed in partnership with Deliveroo UAE, the soap will be delivered alongside food orders to ensure no grubby mitts touch their meals.

[Source](#)





# HIKI

## Sweat Happens.

With hygiene becoming an even more important part of everyday routines, new brand HIKI has designed deodorant for the whole body, rather than underarms alone. The vegan and cruelty-free range reimagines the classic product simply by suggesting new ways to use it.

[Source](#)



# REON POCKET

## Cool Clothing.

The Sony Reon Pocket is a personal, wearable air conditioner. Expected to retail for around \$120, it's the size of a small smartphone and easily carried on your person, either by inserting into specially designed shirts or by placing somewhere near the skin. The product helps people to keep cool individually rather than relying on shared air conditioning units.

[Source](#)



# HIMS

### Virtual healing.

The popular wellness startup Hims is expanding beyond mail-order medicines and into the mental health space. The company has begun to offer virtual psychiatry consultations (and plans to offer longer-term therapy in the future). The initiative builds on the company's digital COVID screening, showing its ambition to modernize medicine.

[Source](#)





# SENSATE

## Simple stress relief.

Sensate is a palm-sized, pebble-like device that sits on a user's chest and syncs with a free mobile app, sending data on stress levels straight to their smartphone. The device aims to help users improve their mental wellbeing and build resilience through a personalised 10-minute daily session.

[Source](#)



# R3SET

## Natural stress support.

The future is still a worrying place. To help counteract fears and anxieties, R3SET has created an all-natural stress support, that helps people to keep calm. The product sets the benchmark for the new normal: solutions designed to soothe our anxieties and daily stress in simple ways.

[Source](#)



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Image: R3Set

# MINDFUL CHEF

## Mindful retail.

Mindful Chef is making a move into retail. The meal kit delivery service is launching a trio of frozen meals – spicy panang chicken curry with black rice, chicken tikka masala with brown rice and creamy coconut fish pie with sweet potato mash – on to Ocado. Helping you to enjoy their tasty meals free from subscription or self-assembly.

[Source](#)





# BUBLY

## Unstoppable Pride.

PepsiCo-owned sparkling water brand Bubly is taking the pride parade virtual. The brand asked people to upload three-to-seven-second videos of themselves strutting their best pride looks via TikTok or Instagram Stories using the hashtag #UnstoppablePride. Bubly stitched the videos together into an infinite parade loop, showing that even a pandemic can't stop their dedication to the cause.

[Source](#)

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# McDONALD'S

## Happy Meals for all ages.

McDonald's in Sweden is enabling children to gift meals to their older relatives. The new initiative aims to provide a serving of comfort and connection in socially distanced times.

[Source](#)



# MCVITIE'S

## Very Important Biscuits.

McVitie's have created the ultimate self-isolation self care with a new range of extra special biscuits. V.I.Bs come in a trio of irresistible flavours – Luscious Blood Orange, Heavenly Hazelnut and Caramel Bliss. All are golden baked to perfection, topped with a generous layer of chewy caramel and finished off with a thick coating of iconic silky-smooth milk chocolate.

[Source](#)



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# OH! OH!

## Oh! Veggie beer?

Oh! Oh! is a Berlin-based brewery that has created a range of unusual vegetable-based brews. The playful brand encourages drinkers to try new, less exotic ingredients, featuring fruit and vegetable flavours such as plum and carrot.

[Source](#)



# EVIAN

### Pure packaging.

Evian, part of Danone, has announced a new bottle made of 100% recycled plastic (except for the pink top). The label-less bottle uses an engraving technique to create the elegant and eco-friendly bottle. The design is part of the brand's broader environmental ambitions, with the water giant aiming to become 100% circular by 2025.

[Source](#)



# CATHEDRAL CITY

## Planet-friendly packaging.

Cheese lovers are being encouraged to recycle their Cathedral City packaging, with the brand opening drop-off points in easy-to-reach places including community centres, shops and offices across the UK.

Packaging is then posted to TerraCycle for washing, shredding and melting into pellets or flakes. This material can then be used to create new, durable plastic products like waste bins helping the brand to minimise the carbon footprint of their cheddar.

[Source](#)





# DIAGEO

## Sustainable spirits bottle.

Diageo has created the world's first ever 100% plastic-free paper spirits bottle, made entirely from sustainably sourced wood. The bottle will debut with Johnnie Walker, the world's number one Scotch Whisky, in early 2021. It shows the brand putting sustainability high on its agenda, while also giving consumers an option they don't need to reuse.

[Source](#)



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Image: Diageo

# UNILEVER

## Ambitious new eco targets.

As part of its new environmental agenda, Unilever will work with suppliers and producers to track greenhouse admissions, adding clear carbon footprint information to its packaging.

The corporate is also starting a €1 billion Climate & Nature fund, which will contribute to the restoration of natural landscapes over the next decade. Other ambitions include a deforestation-free supply chain by 2023 and all formulations being biodegradable by 2030.

[Source](#)



# Thank you.

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## AUGUST '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.

As we continue to outmanoeuvre the uncertainty caused by the global pandemic, cloud has become the urgent business imperative and we must maximize its value.

## WHAT IF? WHAT NOW? WHAT NEXT?