

Innovation in Action

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

Inspiring you to deliver innovation
for growth.

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SEPTEMBER '20

Breathe

SEPTEMBER 2020 EDITION

It's evident the current crisis is becoming long-term – and it's draining. With an uncertain economy, ongoing fears about health, continued worries about the planet and no holidays to take a break from it all consumers are looking for ways to soothe stress and embrace new rituals that focus on everyday care.

From a healthy twist on an old favourite to more mindful ways to indulge, the September issue of Innovation in Action highlights the caretaking role brands are taking to help consumers adjust.

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Hooked

Enjoy vegan without sacrificing nutrition

Swedish food tech start-up Hooked have developed a first-of-its-kind plant-based seafood range. The soy-based shredded salmon is set to be the hero of the range and promises the same taste, texture and nutritional value as traditional seafood but without the toxins or harmful environmental impact.

[Source](#)



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Echo Falls

Meeting consumers halfway

Wine brand Echo Falls has added a range of Rosé Seltzers to its portfolio, in a move designed to “appeal to consumers looking to moderate their alcohol consumption”.

Available in Blueberry & Hibiscus, Strawberry & Pink Pepper, and Raspberry, Lychee & Rosé flavours, combining Rosé wine, sparkling water, and fruit flavours, in 250ml cans retailing at £2 each.

[Source](#)



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Fenty

Do more with less

Fenty have dropped the first products in their hotly anticipated skincare range and it's all about multi-tasking. A cleanser that doubles as a make-up remover, a sunscreen-moisturizer hybrid and a hydrating toner with a texture that doesn't require the use of a cotton pad. Not only does the range cut down on unnecessary steps it also reduces waste by offering refillable packaging and Post-Consumer Recycled materials.

[Source](#)



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Image: Fenty

Snapchat

Making mindfulness a team effort

Snapchat's latest update invites users to try six free mediation topics in collaboration with wellness app Headspace.

The new feature, dubbed Headspace Minis, acknowledges that people often turn to one another during difficult times and provides a safe space for young people to practice mindfulness and encourage each other.



[Source](#)



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IKEA

Bringing your favourite destinations to you

With travel still off-limits for many consumers, IKEA has released a series of décor collections dubbed Vacations in a Box. Each box contains home furnishing products and inspirational materials (including recipes, music, movies and activities) to help set the scene and mood of some of the world's top destinations.



[Source](#)



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Hum Colgate

Helping you brush better

Hum is a smart electronic toothbrush that times you, reminds you and guides you to brush better. Using AI technology, Hum tracks the frequency, duration, and coverage of your unique brushing style and creates a personalized routine to help you improve your dental hygiene. It also collects redeemable points for added encouragement.

[Source](#)



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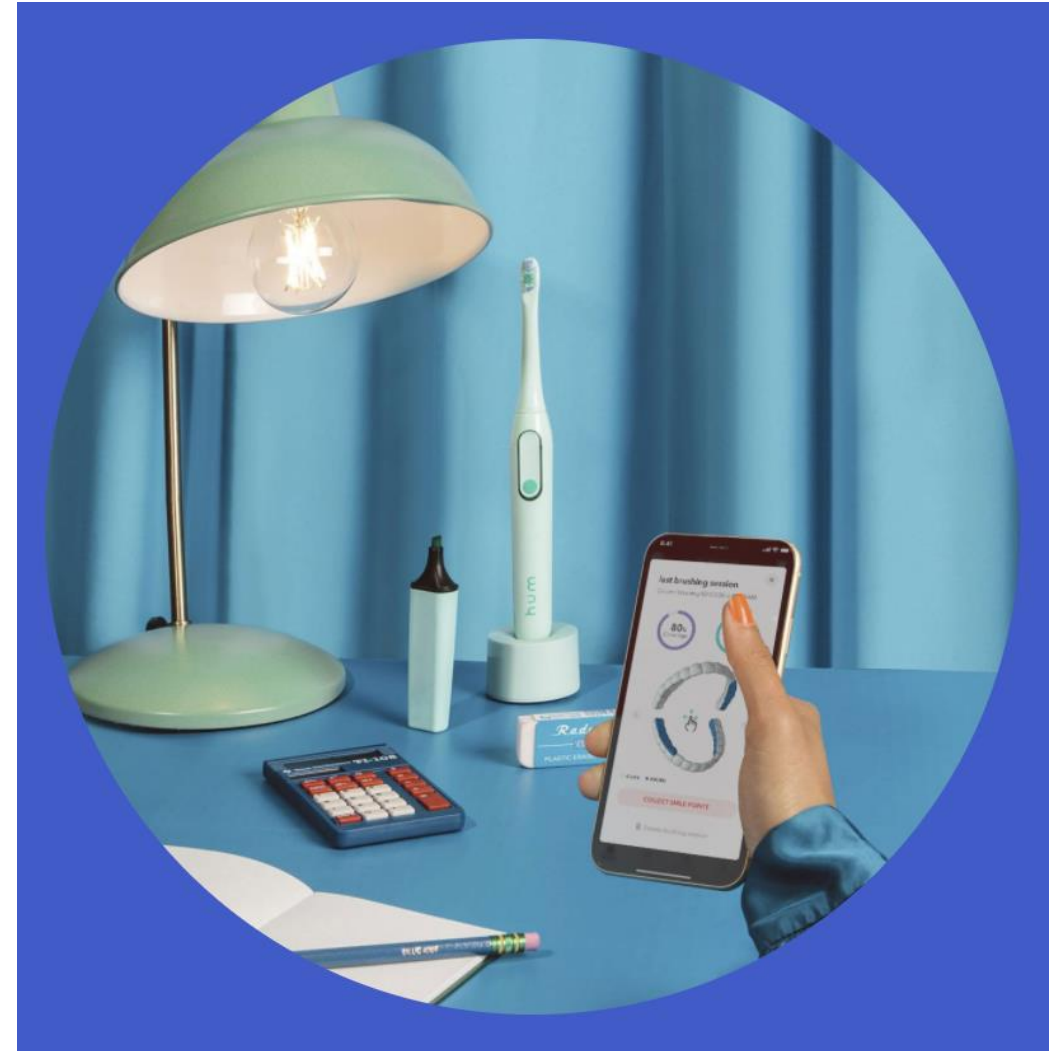


Image: HumColgate

Amazon

Stay healthy while staying at home

Amazon has launched its new service Amazon Pharmacy in Bangalore, the capital of India's southern Karnataka state. Accepting orders for both over the counter and prescription-based medicines, Amazon Pharmacy helps customers meet their essential health needs while staying safe at home.

[Source](#)



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The advertisement banner features the Amazon Pharmacy logo and the tagline "Your trusted medical store." on the left. On the right, a male delivery person in a grey uniform and cap hands a cardboard box to a female customer in a light green traditional Indian garment. Below the banner are four circular icons with text: a shield with a checkmark for "Genuine medicines", a hand pointing to a brain for "Widest range", two hands holding a box for "Secure packaging", and a hand holding a rupee symbol for "Assured savings". At the bottom of the banner, the text "Good health and great savings" is centered between two horizontal lines.

H&M

Clothing that shares the love

Fashion retailer H&M's innovation hub is helping consumers suffering from a lack of physical touch. The Wearable Love denim jacket, designed in partnership with Berlin-based tech company Boltware, is embedded with flexible sensors and tactile areas which connect to an app via Bluetooth. The wearer and their loved ones can create unique touch patterns, which are digitally transmitted to the item to mimic the feeling of touch.

[Source](#)



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Thank you.

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enquiries@whatifinnovation.com

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.

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September '20

WHAT IF?
WHAT NOW?
WHAT NEXT?