

# 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

**OCTOBER '20**



# OCTOBER 2020 EDITION

Coronavirus fatigue is well and truly setting in and consumers are seeking products and services that distract from the constant uncertainty and give them a sense of control.

From a couch that doubles as a home office to virtual Halloween celebrations, the October issue of Innovation in Action illustrates consumers' need to escape or take action.





# Innovation in Action

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

**OCTOBER '20**

Part of Accenture

## Innovation in Action

# OCTOBER 2020 EDITION

Coronavirus fatigue is well and truly setting in and consumers are seeking products and services that distract from the constant uncertainty and give them a sense of control.

From a couch that doubles as a home office to virtual Halloween celebrations, the October issue of *Innovation in Action* illustrates consumers' need to escape or take action.

## ?WHAT IF!

Part of Accenture

Copyright © 2020 Accenture. All rights reserved.

✓  
?!

KitKat

**Create the bar snack experience at home**

Nestlé have released their first *otsumami* (snacks usually enjoyed with alcohol). KitKat SNAX, an assorted mix of ball-shaped KitKats, flavored roasted almonds, and roasted soybeans salted with rich cheese. To commemorate the launch, Nestlé Japan has also collaborated with DD4D Brewing on a specially brewed original craft beer "Chocolate Almond Milk Stout Inspired by KITKAT."

Source



Levi's x LEGO

**Customise your look every time you get dressed**

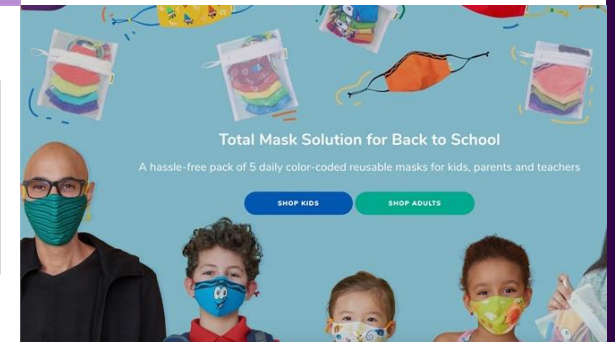
A first look at the LEGO x Levi's collaboration has just been released. Showcasing a thoughtful hybrid of both companies' signature elements, each piece combines a Levi's staple (and a few playful one-offs) with one of LEGO's most iconic building blocks: the baseplate. Nearly every item in the range comes adorned with a square silicone panel and 110 special LEGO DOTS to decorate them.



Cred.Ai

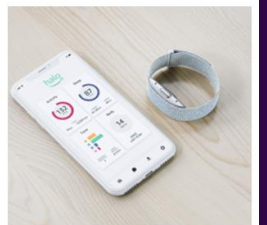
## Take back control of your finances

Fintech start-up Cred.ai is using artificial intelligence to help consumers build good credit scores and healthy financial habits. Each customer receives a free metal credit card and the Cred.ai app displays an allotted amount of 'spendable' money (not their total balance) calculated by an algorithm that factors in regular incoming expenses. Promising that users who follow the app's personalised AI-informed rules will never pay late fees or interest, while building credit over time.



**Actionable insights to improve  
your health and wellness**

Amazon Halo combines a suite of AI-powered health tools with an innovative wrist band delivering highly accurate data, including an accelerometer, a temperature sensor, a heart rate monitor, two microphones and an LED indicator light. Unlike other wearables, the Amazon Halo promises wearers a more comprehensive and actionable approach to improving their health and wellness.



**More tricks. More treats. More neighborhoods than ever before.**

**A VIRTUAL TRICK-OR-TREAT EXPERIENCE. COMING THIS OCTOBER.**

Copyright © 2020 Accenture. All rights reserved.

> ?!



# SKIPPY

## A playful way to enjoy your favourite spreadable snack

SKIPPY® Peanut Butter have released a new SKIPPY® Squeeze Pouch. Available in both original and natural versions, the pouch has a resealable nozzle akin to children's applesauce for easy access on the go or to decorate your toast in peanut buttery cursive.

[Source](#)



Part of Accenture



# KitKat

## Create the bar snack experience at home

Nestlé have released their first *otsumami* (snacks usually enjoyed with alcohol). KitKat SNAX, an assorted mix of ball-shaped KitKats, salted roasted almonds, and roasted soybeans flavored with rich cheese. To commemorate the launch, Nestlé Japan has also collaborated with DD4D Brewing on a specially brewed original craft beer "Chocolate Almond Milk Stout Inspired by KITKAT."

[Source](#)



Part of **Accenture**



Image: Japan Today

# Burger King

## Nothing to hide with ingredients listed right on the wrapper

In a bid to reiterate the freshness of their menu Burger King have released a new wrapper for their signature Whopper burger, complete with minimalist design and recipe promising no artificial colours, flavours or preservatives. The fast-food giant claims that 85% of their menu is free of artificial preservatives, and they plan to be at 100% by the beginning of 2021.

[Source](#)



Part of **Accenture**



Image: Japan Today

# Brave Robot

## A treat for you and the planet

Brave Robot is a new animal-free, planet-positive ice cream made using a one-of-a-kind non-animal whey protein to create a smooth, indulgent taste and mouthfeel that rivals the real thing. No animals and less farming means less water, land and energy consumption, lower greenhouse gas emissions and more goodness for the planet.

[Source](#)



Part of **Accenture**



Image: Brave Robot



# Driftwell

## Helping you de-stress and unwind for better quality sleep

PepsiCo is launching Driftwell (available through e-commerce Dec 2020): an enhanced water aimed at combating stress and inducing relaxation. Each can contains 200 grams of L-theanine, an amino acid found in tea and some herbal mushrooms, and 10% of the daily value of magnesium.

[Source](#)



Part of **Accenture**





# Mars Wrigley

## Nothing stops Halloween celebrations

For the month of October, Mars Wrigley are launching TREAT TOWN™ a virtual trick or treat experience. The platform allows you to decorate a virtual door, create spooky monster avatars, and buy candy credits that your trick-or-treaters can redeem for real candy!

[Source](#)



Part of **Accenture**



Image: Treat Town



### Catch all the action from the safety of your car

Netflix is set to host Stranger Things: The Drive-Into Experience, in partnership with British immersive film and TV experience specialists Secret Cinema from October until February 2021. Tickets (from \$59 per car) are selling fast, while the event's Instagram account has amassed 27k followers since mid-August.

[Source](#)



Part of **Accenture**



Image: Stranger Things Drive Into



# G Adventures

## **Don't miss out on the adventure, just keep it in your bubble**

UK travel company G Adventures has introduced flexible Book Your Bubble tours, where guests can book private group trips to 80 different destinations. These trips differ from traditional private tours, as they are eligible for perks usually only granted to mixed groups – such as flexible bookings and discounts.

[Source](#)



Part of **Accenture**



Image: G Adventures

# Cred.Ai

## Take back control of your finances

Fintech start-up Cred.Ai is using artificial intelligence to help consumers build good credit scores and healthy financial habits. Each customer receives a free metal credit card and the Cred.Ai app displays an allotted amount of 'spendable' money (not their total balance) calculated by an algorithm that factors in regular incoming expenses. Promising that users who follow the app's personalised AI-informed rules will never pay late fees or interest, while building credit over time.

[Source](#)



Part of **Accenture**



Image: Cred.Ai



# Jak Studio

## Create your own mini office pod

For inside compact urban homes, London-based Jak Studio developed the L20, a concept for an L-shaped pull-out sofa bed that can be turned on its side to create a sound-proof workspace complete with a seat, a drop down desk, a reading light, USB and laptop charging points, and a cork pinboard.

[Source](#)



Part of **Accenture**



# Fat Llama

## Build a flexible lifestyle to suit your changing needs

Fat Llama, the world's largest peer-to-peer rental marketplace for electronics and household items, has launched Flex. The service allows users to rent or buy quality furniture and the tech that suits their needs. Managed through monthly payments, users simply keep paying for the items until they own them or return them when they're done.

[Source](#)



Part of **Accenture**



Image: Fat Llama



# IKEA

## Giving damaged furniture a new life

Swedish retailer IKEA are set to open their first second-hand store later this year, conveniently located in the ReTuna shopping mall in Eskilstuna, Sweden, which happens to be the world's first second-hand shopping centre. The initiative is part of IKEA's efforts to become a fully circular business by 2030 and will sell a range of IKEA furniture and home furnishings that have been damaged and repaired from a nearby store.

[Source](#)



Part of **Accenture**



Image: IKEA

# Levi's x LEGO

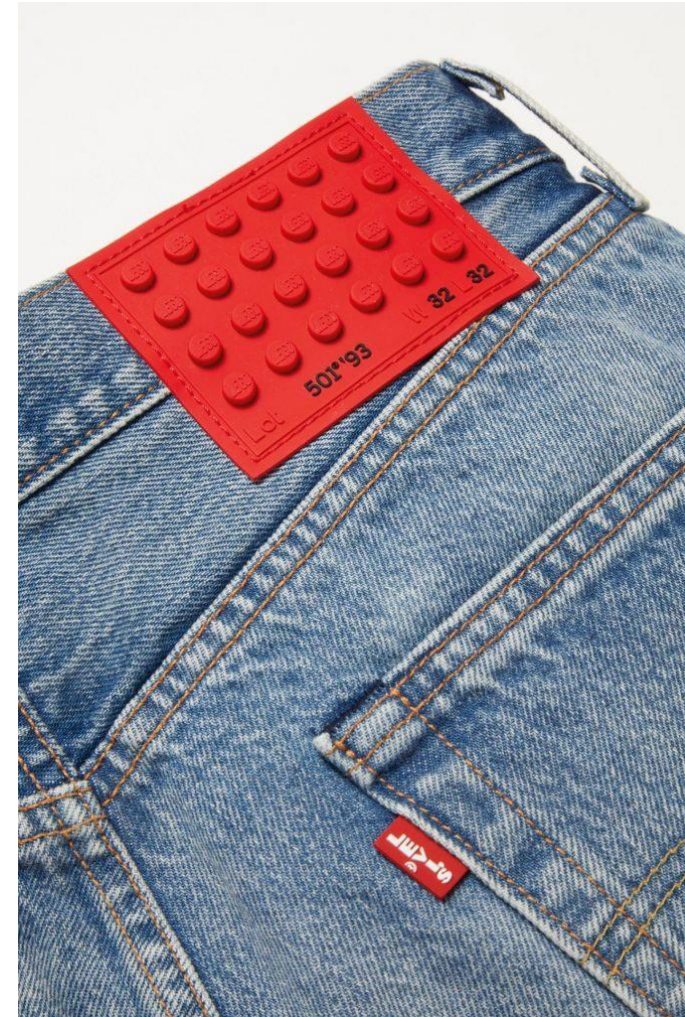
## Customise your look every time you get dressed

A first look at the LEGO x Levi's collaboration has just been released. Showcasing a thoughtful hybrid of both companies' signature elements, each piece combines a Levi's staple (and a few playful one-offs) with one of LEGO's most iconic building blocks: the baseplate. Nearly every item in the range comes adorned with a square silicone panel and 110 special LEGO DOTS to decorate them.

[Source](#)



Part of **Accenture**





# Crayola

## Face masks designed for your daily routine

US handicrafts giant Crayola have created SchoolMaskPack, a platform selling machine washable face masks for kids, parents and teachers. Each pack comes with five colour coordinated masks to correspond with the days of the week, a fridge calendar to help families plan for the week and a mesh laundry bag.

[Source](#)



Part of **Accenture**



# Amazon

## Actionable insights to improve your health and wellness

Amazon Halo combines a suite of AI-powered health tools with an innovative wrist band delivering highly accurate data, including an accelerometer, a temperature sensor, a heart rate monitor, two microphones and an LED indicator light. Unlike other wearables, the Amazon Halo promises wearers a more comprehensive and actionable approach to improving their health and wellness.

[Source](#)



Part of **Accenture**





# Lubov

## Apply eyeshadow to practise positive self-care

Tennessee-based clean beauty brand Lubov Cosmetics, has launched a Self Love eyeshadow palette complete with a beauty affirmation card helping you to practise daily self and nine shades named after a beauty affirmation. Shade names include Learntoloveyourself, Trust yourself and A+mazing.

[Source](#)



Part of **Accenture**



# Thank you.

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



Part of Accenture

## October '20

## Accenture Cloud First

Cloud is the urgent business imperative and as we outmanoeuvre uncertainty caused by the global pandemic the time to scale cloud adoption is now. To this aim we aim to help accelerate your digital transformation with a cloud-first approach. Please find our latest thinking on this here.

You can find more content on how we outmanoeuvre uncertainty and turn massive challenges into meaningful change here.

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