

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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NOVEMBER '20

THINK
OUTSIDE
THE BOX

NOVEMBER 2020 EDITION

In this month's edition of Innovation in Action we're seeing brands rethink how they do things – and provoking consumers to think differently, too. Companies are infusing humour, adopting new tech and even reimagining their products in service of the changing global context.

From jeans that adjust to fit the natural ebb and flow of your body size to admitting no-one cares about a brand's anniversary, the November issue of Innovation in action illustrates how new behaviours are calling for new responses.



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ALDI

Aldi gets real about consumers' priorities

Discount supermarket chain Aldi is inviting consumers and brands alike to 'uncelebrated' their 30th birthday, with a series of #NoOneCares posts on Twitter. Because let's be honest, no one ever cares about a brand's birthday except the brand itself. In a clever (and successful) attempt to widen the campaign's reach, Aldi provoked their competitors (@Tesco, @Sainsbury's, @Asda @Lidl) to celebrate with them, knowing that each brand would have to respond and offer something up to the party.

[Source](#)



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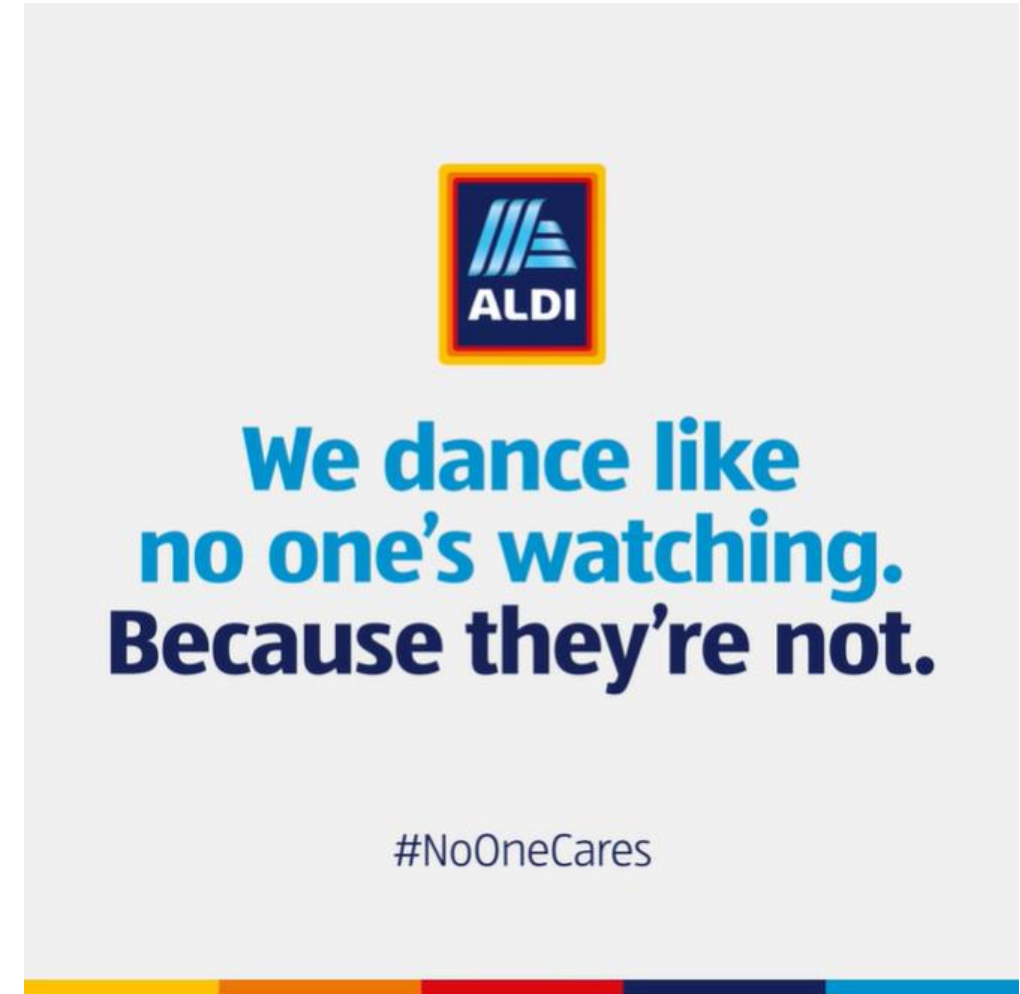


Image: Facebook

EO MINI

Protect your bubble but keep it eco-friendly

EO mini is a compact mist sanitising spray designed to keep your personal space free from pollutants, including allergens, TVOC and industrial pollution. Hypochlorous acid (HOCl) is generated using the minerals from normal tap water to create a safe, chemical-free mist that completely evaporates after spraying. Refillable, rechargeable and the size of a lipstick, the EO mini helps reduce reliance on single-use, disposable sanitisers and the compact size means you can refresh anytime and any place and easily refill on the go.

[Source](#)



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Image: Kickstarter

KELLOGG'S

Making cereal more accessible

In recognition of World Sight Day, Kellogg's is trialing a new high-tech packaging solution designed to help the two million UK consumers who are blind or visually impaired access the nutritional and allergen information. Each box comes embossed with braille and a code to be scanned via an app that reads the information aloud to the user.

[Source](#)



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Image: RNIB

GOOD AMERICAN

Jeans designed to adjust to your size

Denim startup Good American continue to promote body positivity with the launch of their Always Fits range. Dubbed the 'ultimate quarantine jeans' each pair is designed to adjust to the natural ebb and flow of your body's size and shape without compromising on fit. Instead of traditional sizing, they come in 5 different sizes with each covering 3 or 4 standard sizes, allowing for fluctuations throughout the week.

[Source](#)



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Image: Self.com

SMART SWEETS

Less sugar so you don't have to skip the sweets this Halloween

Smart Sweets have released limited-edition Halloween gummy worms containing 81% less sugar than any other sweet worms, with only 4 grams of sugar in the whole bag. They also contain 9 grams of prebiotic fibre and are free from artificial flavours and sweeteners (they are made with natural sweeteners; monk fruit and allulose). They are also gluten free, non-GMO and made without any major food allergens including nuts or wheat. Pass us the bag!

[Source](#)



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Image: Smart Sweets

NOKIA

4G on the moon!

NASA have enlisted their friends at Nokia to help them build the first ever mobile network on the moon. The 4G network will help support future missions and establish a presence on the moon, including various extra-terrestrial applications, command and control functions, the remote control of lunar rovers, real-time navigation, and high-definition video streaming. This will help pave way for future commercial space services and an eventual Mars expedition.

[Source](#)



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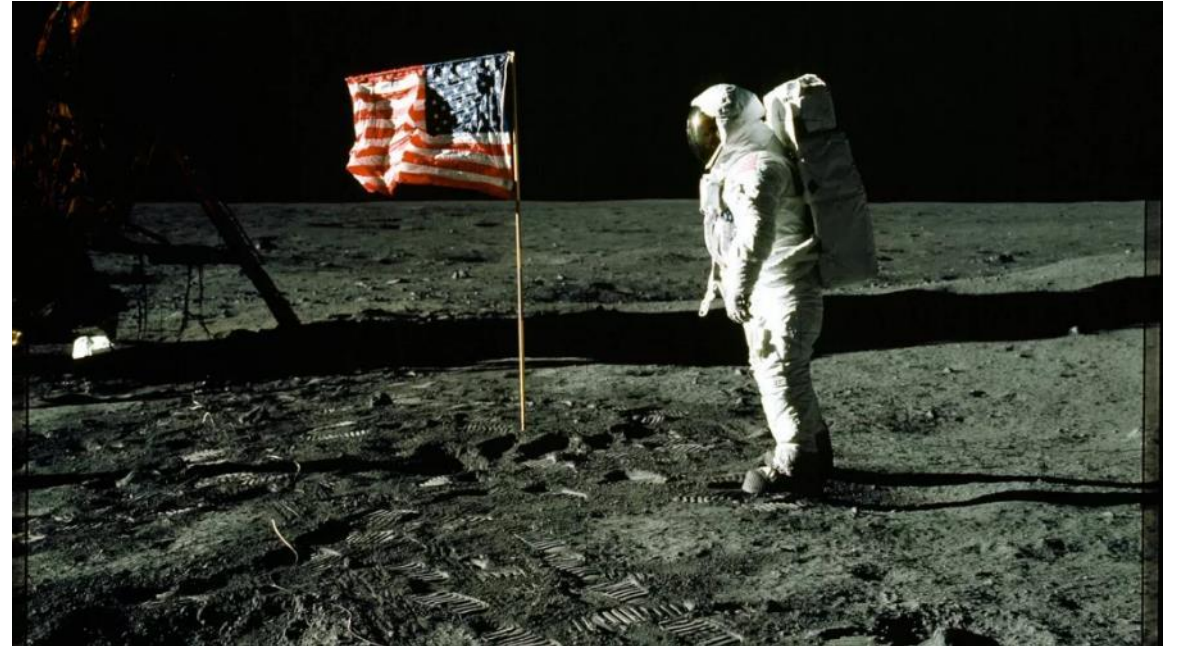


Image: NASA

AMAZON

Amazon continues to commit to eco-friendly e-commerce

Amazon, in partnership with Rivian, has unveiled a new fleet of custom-designed electric delivery vans. The ecommerce giant aims to have 10,000 vans on the road by 2022 and 90,000 by 2030. This will help in the company's pledge to be net carbon zero by the year 2040.

[Source](#)



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Image: Amazon

AUSTRALIA

A dollar designed to donate

The Royal Australian Mint is releasing the world's first Donation Dollar: a one-dollar coin designed to be donated. According to new research, three in five (57%) Australians say they would be likely to donate this coin if found in their change. Australians could start to see the new "daily reminders to give" appearing in their change from today, as a first run of 3 million coins have been released into circulation. This innovative concept comes after a tumultuous year for Australia - having faced a bushfire crisis, an ongoing global pandemic and an economic recession – leaving many Australians in need of a helping hand.

[Source](#)



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Image: Royal Australian Mint

RETAILERS

Pledge 15% of shelf space to black-owned businesses

Many retailers world-wide have joined the pledge to give at least 15% of shelf-space to black-owned businesses. Aurora James, founder of the shoe and handbag company Brother Vellies, started the pledge to show people how to actionably support the BLM movement. With nearly 15% of the US population being black, she has asked retailers to join the pledge to stock at least 15% of products that come from black-owned businesses.

[Source](#)



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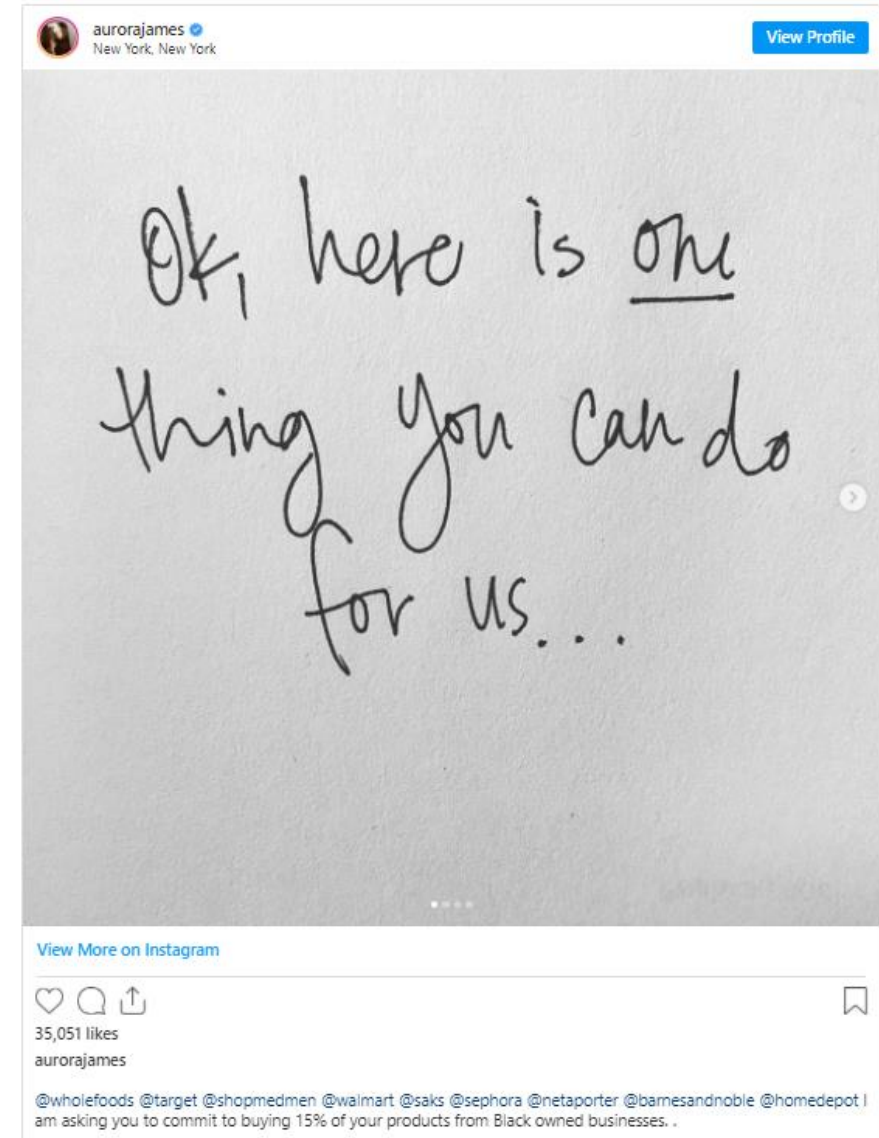


Image: Instagram

KEEN

Phone, keys, wallet, mask

Keen is known for its practical, outdoorsy shoes and gear. Now, it's using the outdoors to push another practical essential: masks. The brand has recently launched their first contactless facemask vending machines in London, Tokyo Palo Alto, California and Portland Oregon. "As people continue to venture out, we looked for ways to make high quality, washable and comfortable masks readily available. Vending machines seemed like a convenient option to give 24-hour access to our fans, in a safe, contact-free environment." said Erik Burbank, KEEN's chief brand officer.

[Source](#)



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Image: Keen

GRAMGRAM

Stay connected using this social media postcard service

GramGram transforms users Instagram photos to physical postcards so you can share your moments and memories with your offline followers too. The service prints photos direct from your feed on a 6" x 4" postcard with a personalized message on the back, helping connect the world of social media to those that otherwise wouldn't have access.

[Source](#)



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Image: GramGram

FOREO

Wave hello to youthful skin with the help of sonic waves

Swedish skincare brand FOREO have launched the latest addition to its portfolio, new facial toning massager called Bear. Designed to boost the elasticity of the skin, Bear produces tiny currents or 'sonic waves' aimed at increasing the skin's collagen production, resulting in younger, fuller, healthier looking skin. According to the brand, the microcurrents that power the device are six times more powerful than similar devices on the market, while its Anti-Shock technology instantly recognizes what the skin can handle and adjusts its pulses accordingly.

[Source](#)



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Image: GramGram



LG make it easier and faster than ever to multitask

The new LG UltraWide 38WN95C helps users enhance their workflow and enjoy impressive imagery. With an aspect ratio of 21:9, the screen is capable of supporting users who would normally have the need for multiple screens, so they can get more done in less time. The 38-inch monitor has an ultra-high-resolution display that uses nanometer-sized particles, enhancing the intensity and purity of on-screen colors, while achieving 1ms response times.

[Source](#)



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Image: LG

Diesel

Capture missed moments as memories

Fashion brand Diesel is encouraging people to celebrate the unexpected memories made in 2020, by capturing their cancelled plans on custom-made jeans. The Unforgettable Denim campaign allows users to personalize their jeans in-store and via the brand's website by adding custom text to the leather tag commemorating missed or postponed events and the memory-making moments that ensued in the absence of those plans.

[Source](#)



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Amazon

Forgot your wallet? Pay with your palm

Retail giant Amazon is unveiling palm recognition technology that will allow shoppers to pay by simply hovering their hand. Initially set for use in Amazon Go stores in Seattle, the Amazon One concept identifies users by the palm of their hand, using a combination of surface-area details like lines and ridges, alongside vein patterns to create a palm signature. In retail environments, Amazon One transaction devices will use image scanning hardware to capture a palm image and recognise it as a form of payment.

[Source](#)



Thank you.

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November '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?