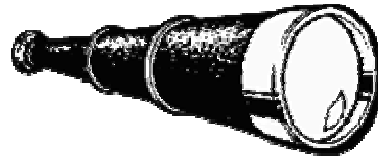




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# FutureScoping:



emerging trends, new  
ideas and general thought  
stimulation

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For more information and other new  
ideas visit [www.futurescoping.com](http://www.futurescoping.com)

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**From:**  iconoculture  
Get closer to the consumer than ever, before

### **RUBBISH ADOPTION**

French shampoo brand Dop is inviting consumers to adopt a piece of rubbish from a digital beach to help promote its new organic range. Visit the Dop site, where you are invited to select a piece of rubbish on a beach, name it, choose a godfather and godmother for it, and publish the adoption on Facebook. When consumers click on their chosen piece of rubbish, they're presented with information about the damage it does to the environment. When the adoption is complete, Dop will send €5 for every kilo of rubbish adopted to a beach clean-up charity. Which, as an ironic treatment of a serious issue, makes cleaning up the environment seem less dour and just a bit more fun.

**Thought:** make it fun to show you care.

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**From:**  springwise

### **DIGITISE YOUR MEMORIES**

UK-based Sentemental is offering a new way to preserve life's most treasured moments. Memory savers can upload all their kids' drawings, Christmas cards, photographs, personal notes and other mementos they've collected over the years for preservation and sharing online. Any that can't be digitized can be sent to Sentemental, who will then manage the uploading. These uploaded materials are then kept safe in a private area of the site that's easily accessible to the user, and easily sharable with friends and posted via Facebook and Twitter.

**Thought:** what could you transfer from the real world to the digital world?

### **SIMPLY PHONING**

Given the complexity of most technology today, it should be no surprise that simplification should be a potent counter-trend. Take John's Phone: launched last year, it is billed as "the world's most simple phone", with features that focus exclusively on making and receiving calls. The phone comes unlocked and includes no frills. Features such as a camera, text messaging capabilities and numerous ringtones are not to be found on the device, which is designed to require no explanation. Rather, the has just basics like calling capabilities, large keys, volume control and a few other features, making it particularly suitable for children, the company says.

**Thought:** For those tired of feature overkill, simplify.

### **FINDING SOMEONE TO CARE**

ConnectAde is helping boomers' grown children arrange hands-on assistance from the caregivers their parents need. Whereas many adults tend to think that finding suitable housing is the main challenge in caring for aging parents, there are also a variety of medical, legal and financial decisions to be made. That's where ConnectAde comes in, to make the process easier. Users enter their location along with their loved one's ailment. The free site then creates a Care Action Plan specific to the user's needs and geographic location, complete with next steps to take and local providers who can offer assistance. From there on, a private, secure dashboard helps families coordinate their loved one's care. Providers, meanwhile, can list themselves in the site's database for free, allowing easy contact with new clients.

**Thought:** how will an aging population affect your business?

### **TURNING RAGS INTO RICHES**

Rags2Riches doesn't just sell a line of high-end handbags and foot rugs crafted from discarded scrap fabric, they are also sustainably made by women from marginalized communities, giving them a new source of income and empowerment. Rags2Riches begins by collecting scrap cloths discarded by garment factories. Working in partnership with local designers, it then hires women from disadvantaged communities to create the resulting handbags and rugs for sale in partner shops. For each item they make, women earn between 30 and 50 percent of the retail price, depending on how many they make. Each eco-minded item created reportedly bears the company story along with the signature of the woman who made the product.

**Thought:** add value to waste.

## **EMERGENCY HELP**

Guardly is a new service that lets users in emergency situations connect with family, friends and authorities at the touch of a single button. Users create a personal emergency network on their phone, complete with friends and family who can be relied upon to help in emergency situations. Public services such as 911 can be included, and Guardly is partnering with regional security agencies, police services and university/college operations as well. Either way, when trouble arises, the app immediately alerts and connects the user's personal safety network, thereby speeding the arrival of help. Guardly's LocationAssure technology pinpoints the user's precise GPS location and provides information about what resources are nearby. Users can even snap a photo of a threatening person or situation, and Guardly automatically tags the location, uploads it to a secure server and shares it with the user's emergency contacts. Finally, to coordinate an action plan, the service allows those involved to collaborate as a group via mobile web, web, sms and voice conferencing.

**Thought:** provide benefits for being connected beyond 'chatting'.

## **SPEED SHOPPING**

It's commonplace for "deal a day" sites to set a time limit on the opportunities they present, but it's safe to say that few go as far as Swedish site, Speedsale. In fact, visitors to Speedsale get just one fleeting chance to grab each bargain on the site; once those four seconds have elapsed, the opportunity is gone forever. The brainchild of Swedish retailer Papercut, Speedsale presents visitors with a series of sale products in rapid succession, complete with frantic background music to heighten the tension. Each time a new product appears, its regular and sale prices are shown, and visitors have four seconds to decide if they want to grab it at the current discount. If they do, they simply click on the sale price, and the item will appear in their cart. Otherwise, Speedsale will continue with its sequential presentation. Not only that, but visitors who try to call up the presentation of products for another try get disappointed: "You had your chance but blew it!" a message says. "Welcome back in a billion years".

**Thought:** Planned scarcity increases any product's appeal.

## **PAY AS YOU GO WORKOUTS**

This summer easyGym will be launching their first two stripped-back locations – operating on a pay-as-you-go basis. The latest in the Easy family, the gyms are not expected to have many of the usual luxuries, such as saunas or swimming pools. Rather, the emphasis is on value, with no fixed annual contracts and fees starting at £15 a month. In the words of Paul Lorimer-Wing, Joint CEO, "We're ripping up the rule-book in the fitness sector by ensuring members pay for the stuff they use, not the stuff they never use!" A glimpse of the interior also shows the easyGroup branding making its presence felt on the walls and pillars of the gyms, leaving users in no doubt that they are sampling one of the brand's low-cost products. EasyGroup have already proven that their low-cost model can reap huge rewards. Applying this model to gyms could open the facilities to a broader audience willing to compromise on luxury for value.

**Thought:** Could you strip back luxuries to offer a value-focused alternative?

## **THE SOUNDS OF LOCATION**

Innovations in the music industry to come thick and fast. US-based Bluebrain's new album – The National Mall – will take the form of a location aware app for the iPhone. The album-app responds to the listener's location as they journey down the Mall in Washington DC. As users approach tagged locations, the audio content of the album will alter to interact with the environment, thus creating a unique listening experience every time the album is played en-route. Whilst users have no direct control over the album, and are unable to alter the levels, melodies or instrumentation through any controls, the idiosyncrasies of their journey will change the way the album is experienced, with different melodies, rhythms, instrumentation and songs appearing depending on the listener's location.

**Thought:** how might you exploit geo-location technology?

## **PUBLIC TRANSPORT GETS GAMIFIED**

Chromaroma is a new application from UK-based Mudlark that turns Tube travel in London into a rewarding game, showing your movements and location as you swipe your Oyster Card in and out of stations. Users begin by signing up with Chromaroma and then providing their Oyster Card data along with details including any teams they'd like to join and friends they'd like to connect with on the site. From there, Chromaroma will import the user's Tube, bus and bike journey history, awarding points for each trip. For each user, Chromaroma tracks statistics on the number of swipes, achievements, "missions," "collections," places, identities, modes of transport, seasonal highlights and passengers encountered as the user travels around the city, along with the number of stations "captured," records set and overall rank. By watching their own travel details, users can investigate new ways to travel and new destinations; "multipliers"

and bonus points are available by working with a team, building up connections with fellow passengers, and discovering “mysteries” attached to a particular location.

**Thought:** play games with your brand.

### SHARING PRODUCT STORIES

Product life stories have been an emerging trend recently. The latest expression: a brand-new clothing line based on fabrics hand-woven in India that will give consumers a way to track each item all the way back to the weaver. Eschewing mass-produced fabrics altogether, The IOU Project is now gearing up to launch a line of clothing assembled by craftsmen in Europe using unique, hand-woven Indian textiles. Each piece of clothing will be a one-off as a result, and The IOU Project plans to track each garment for every step of the way, making the resulting product life story accessible to the consumer via QR code. Consumers who buy the items will also be invited to upload pictures of themselves wearing them.

**Thought:** stories add emotional value and differentiation.

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**From:** 

### TRUST YOUR INSTINCTS

We actually do know it in our guts: research has discovered a direct link between bacteria in the gut and the brain. This “cross talk” as researchers refer to it, has serious health implications. In addition to the obvious areas, such as obesity and diabetes, the researchers found a correlation between the “cross talk” and psychiatric illnesses. Using germ-free mice, Foster’s research shows gut bacteria influences how the brain is wired for learning and memory. The study’s results show that genes linked to learning and memory are altered in germ-free mice and, in particular, they are altered in one of the key brain regions for learning and memory the hippocampus. The take-home message is that gut bacteria influences anxiety-like behaviour through alterations in the way the brain is wired. The research not only validates our everyday language but may lead the way towards more elegant medical therapies and treatments.

**Thought:** how can you treat people as holistic beings?

### URBAN BEEKEEPING

Urban beekeeping has seen its patrons in London double in the last year, helped in no small part by The GLA introducing their Capital Bee Scheme, while the latest contributor to bee welfare is the UK Cooperative, who have recently embarked on a new ethical business strategy. The Cooperative’s ‘Plan Bee’ initiative is impressive in the scope by which it aims to tackle the receding numbers of honey bees: it supports research into Colony Collapse disorder and provides wildflower seeds to Cooperative Customers. The most worthwhile endeavour they have embarked upon was providing a year-long funded training program for 24 budding beekeepers. The expertise which beekeeping demands is often underestimated, so by providing a support network with appropriate training and resources the UK Cooperative have made a significant contribution to furthering the important cause of urban beekeeping.

**Thought:** find unexpected ways to be green.

### PEELABLE BOTTLES

Promotional bottles of Smirnoff’s new flavored ‘Caipiroska’ vodka will be packaged and ‘skinned’ like the fruit they are flavored as – lemon, strawberry and passion fruit. The packaging can be ‘peeled’ off, much like the skin of the fruit they represent. A great example of attention-getting, interesting packaging – and how the product (bottle) itself can serve as a highly differentiated marketing vehicle.

**Thought:** remember...everything communicates.

### MUSICAL DATING

A sometimes neglected aspect of music discovery website Last.fm is its social networking strengths. A London-based startup has tapped into the ability to make connections through music with Tastebuds.fm. The premise is simple: it’s a dating website that matchmakes based on music tastes. Though you don’t need a Last.fm account to utilise the service,



the ability to seamlessly integrate your profile there with your data on Tastebuds.fm is definitely one of the bigger selling points of the website. The website has grown steadily since its 2010 launch, with a userbase of approximately 15000.

**Thought:** explore novel audience segmentation.

### **BLOOD TYPE PERFUME**

Blood Concept is a new perfume line by an independent Italian company providing four unisex fragrances which reference the basic blood types. They've aligned their fragrant activity (somewhat spuriously) with the evolution of man: Perfume O ('primeval Africa'), Perfume A ('stable land'), Perfume B ('unpredictable itineraries') and Perfume AB ('metropolitan skyline'). According to founders of the brand, Giovanni Castelli and Antonio Zuddas: "every fragrance composition is a mix of relevant elements of the era in which each blood type came out. O is the first blood type, the oldest one, so it has to be deep, strong, like first human beings. Then comes A, when people started to eat vegetables and get more sedentary. Then B, when people started to travel and mix habits and foods. The youngest type is AB, born when people started to mix themselves with different blood types (A+B). The fact you are O but you prefer A—it's what we wanted to create, compatibility and its combinations. Like when we talk about real blood types. As a matter of fact, perfume is about compatibility, always".

**Thought:** ensure you have an engaging story behind your concept.

### **RUNNING BAREFOOT**

There has been a steady increase in the release of a new kind of footwear: the barefoot shoe. Many more are set to appear this spring, with enthusiasts using them for everything from hiking to lifting weights. Time will tell whether these are just a passing trend, but many believe they are the next step in fitness footwear. Companies such as New Balance, Merrell and Fila have released minimalist collections, with Vibram offering the distinctive FiveFingers, which has space for individual toes and a 2mm rubber sole. These barefoot shoes promise many health benefits including a strengthening of the calf, core and foot muscles, changing a person's gait and improving body posture. They also improve the range of motion of the ankles and the feet. With a thinner sole, receptors in the feet receive better information about the surface, which trains the body and improves balance and agility. The lack of a heel distributes body weight and improves spinal alignment.

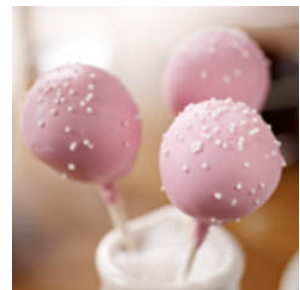
**Thought:** get back to nature.

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## **From:** COOLBUSINESSIDEAS

### **OFFER SMALL INDULGENCES**

Want a treat to go with your Starbucks coffee but can't afford the 490 calories in a slice of iced lemon pound cake? The coffee chain has added a "petites" line of bakery treats. The tiny lemon squares, caramel squares, cake pops (bites of cake on sticks, like lollipops), mini cupcakes and whoopie pies are among items the Seattle-based coffee shop chain is adding in as part of its 40th anniversary revamp. The sweet petites line plays to the snacking trend on which fast-food companies are capitalizing. The treats will hit most store bakery cases starting at 11 a.m. and will be offered while supplies last.



**Thought:** miniaturise for different benefits.

### **MONTHLY WORKS OF ART**

The subscription model continues to gain popularity among convenience-minded consumers. However, it's rare to see the concept applied to more high-minded goods. But Papirmasse is a venture from Canada that delivers 12 pieces of art throughout the year for just \$60. Each month, Montreal-based Papirmasse chooses a new, emerging artist to feature and asks that person to design a print for one of its upcoming issues. On the issue's backside, meanwhile, it prints a short story, essay, graphic novel excerpt or poem. The result is a magazine, piece of art, and social experiment all rolled into one. Each issue is printed on archival paper in varying sizes and formats.

**Thought:** give people value they will want to come back for.

## From: Telegraph

### THE NEVER ENDING REFUND

The days of buying a new dress that you shove in the back of the wardrobe and never wear are over after John Lewis announced it is scrapping its 28 day return limit for a 'never ending refund'. The retailer is the first major high street name to scrap the refund limit. The policy was introduced to give confidence to shoppers that they can return unwanted items and even applies to those bought before this year. The only catch is that the clothing or appliances must be unused and accompanied by the original receipt. Andrew Murphy, Retail Director at John Lewis, said customers are more cautious about spending during times of austerity. He said the policy would give people confidence to shop again. However he insisted the scheme would not back fire, with a huge amount of last season dresses suddenly returned, as relatively few people keep the receipts. "We are not doing this so people can clear out their wardrobes," he said. "We are doing it to underline to people in economically difficult times that there is one shop you can buy from where you will not end up regretting it."

**Thought:** how can you show extreme confidence in your product?

### LIVE LONGER; WORK LONGER

Chancellor George Osborne has announced plans to automatically raise the country's retirement age regularly to keep up with rising life expectancy rates. Osborne explained the move is meant to off-set the economic issues raised by the growing number of retirees collecting pensions at the relatively young age of 65. Currently over a fifth of the population is expected to live to at least 100, and the ratio is due to increase tenfold over the next few decades. A significant portion of the workforce could stand to receive taxpayer-funded pensions for far longer than anticipated if nothing is changed. Other European countries, such as Sweden, Norway, and Germany, have already linked national retirement age to life expectancy in some way. Osborne has proposed frequent independent studies on life expectancy rates, which would be used to determine an appropriate pension age.

**Thought:** make plans for the elderly.

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## From: The Living Principles

creative action for collective good

### CHOCOLATE POWERED RACER

With a steering wheel partly made with carrot pulp and an engine fuelled by waste chocolate and vegetable oil, the WorldFirst Formula 3 race car made quite a splash when it was unveiled two years ago. Since then, the car has garnered accolades and spawned research partnerships with universities, race teams and traditional car companies. Test laps revealed the car could drive wheel-to-wheel with its conventional Formula 3 counterparts. There is even a company working on commercializing that chocolate biodiesel. All in all, the edible car said to reach 60 miles per hour in 2.5 seconds has caught the imagination of the public on both sides of the pond, ranging from students to motorsport enthusiasts. Despite running several hundred laps, the original environmentally friendly parts are still on the car, including a racing seat made from flax fibre and soybean oil, a steering wheel made from carrots and root vegetables, lubricants derived from plant oils, body work made with potatoes and a bib made of woven flax fibre. The only failure was a conventional carbon fibre 'off-the-shelf' front wing that cracked during testing. The team only used environmentally friendly materials for parts that were not deemed critical for safety, but their durability gave Kirwan's team the confidence to test other car parts to see whether natural fibres or recycled materials could be used in the vehicle's crash structure or suspension components.

**Thought:** go all natural.

# Worth a look:

(A COMPENDIUM OF INTERESTING MISCELLANY TO WATCH AND LISTEN TO)

What is media planning in the modern world

- <http://slidesha.re/eaje3p>

How to engage the post crisis consumer

- <http://bit.ly/ez4UB9>

The muscles of creativity

- <http://bit.ly/eWf3wU>

The key to design insights: see the world differently

- <http://bit.ly/fYbycF>

The key elements of player experience

- <http://bit.ly/fuCjKu>

In praise of distraction

- <http://nyr.kr/gzls7v>

How to steal like an artist

- <http://bit.ly/hUUzI5>

Capitalism for the long term

- <http://bit.ly/eplzwG>

How to kick the digital habit

- <http://bit.ly/hnwXl7>

The war for the soul of advertising

- <http://bit.ly/fO99Rq>

How social media is destroying the world

- <http://bit.ly/mooRtB>

Why fast fashion is slow death for the planet

- <http://bit.ly/kTRA8i>

Celebrate the truth of who you are

- <http://youtu.be/EpfYPVzJohc>

How marketing can help generate action and deliver change on social issue

- <http://slidesha.re/kbvLxz>