

Welcome to Out & About, Blue Marlin's review of interesting stuff around a central theme that has caught our eye. We hope you like it and we'll send you another one in a few months.

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Photo credit:
<http://minimoys.3ds.com/press/3DVIA--Nestle.html>

2

Photo credit:
<http://www.onedigitalmedia.com/telkom.html>

South African Telkom brand 8ta has equipped its stores with interactive technology, such as Whispering windows and glass touch screens, enabling customers to browse even when the store is shut.

This issue is about **technology**.

More brands are using new technology in creative ways to increase their interaction, design new environments for engagement and engender richer user experience.

One example is Cadbury's team up with Blippar to create an augmented reality game app to support its Spots v Stripes campaign.

2



Terms of engagement

3



The barcode on Tempix's intelligent packaging vanishes once the item has reached its sell-by-date, helping to ensure the product is only sold at its best.

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Photo credit:
<http://www.tempix.se/>

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Photo credit:
<http://www.ocado.com/theocadoway/talking%20ocado/2011/windowShopping.html>

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Photo credit:
<http://www.myheinz.com/Home.aspx#/choose>

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Photo credit:
<http://minimoys.3ds.com/presse/arthur--dassault3d>

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Shoppers passing Ocado virtual shopping wall in central London were able to make their purchases by simply scanning barcodes with their smartphones.

Heinz offers customers the chance to create custom gifts at myheinz.com.

Nestlé has begun incorporating interactive 3D technology into its cereal packaging to allow the boxes to be used as game consoles.

5



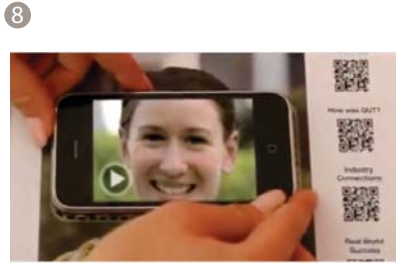
6



from around the Blue Marlin network

SYDNEY

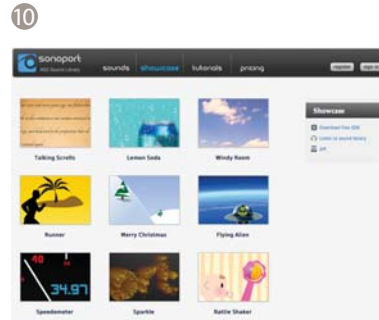
Queensland's University of Technology has found a way to connect the excitement of QR (quick response) technology with information that is valuable to its prospective students. The university's 'living prospectus' enables readers to access videos of graduates sharing their own experiences by following a few easy steps on their smart phones. It reflects how technology can be brought to life to engage an audience and communicate relevant messages.



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Louise Walker
Account Director
Blue Marlin Sydney
Photo credit:
<http://mumbrella.com.au/qut-uses-qr-codes-to-bring-prospectus-to-life-45901>

SINGAPORE

Check out this Singaporean company, which is the leading the way in adding sounds to our PC and MP3 experiences. Perhaps we will be sending out emails full of sounds soon. Have fun with the showcases at www.sonoport.com. On another front, Tesco has scored a great hit with the introduction of life size virtual supermarket shelves in underground stations in South Korea. The virtual store enables commuters to shop via smart phone as they wait for their trains.



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Pauline Houpillart
Junior Strategist
Blue Marlin London
Photo credit:
<http://www.bulmers.co.uk>

10
Kay Twine
Managing Director
Blue Marlin Asia
Photo credit:
<http://www.sonoport.com/showcase>

11
Juliette Bonhomme
Marketing Assistant
Blue Marlin New York
Photo credit:
<http://thetrendsofvegas.com/category/shopping/>

LONDON

Pepsi has used QR codes to take its packaging experience to the next level. Gap got inspired and used this magic tool to help customers find the best style for them. Today it is Bulmers' turn to get in on the action. The cider brand leads consumers to an experimental test to gather precious data on their profiles. This revolutionary technology can significantly and unprecedentedly enhance consumers' brand experiences and offers many opportunities to engage consumers with brands.



NEW YORK

New Yorkers can see QR codes blooming everywhere. QR codes are part of the city's landscape but are often under exploited. From a branding perspective QR codes represent an opportunity to engage in a more interactive way with a younger audience by providing additional content. In this respect, Macy's fully understood QR codes' potential when it created the Macy's Backstage Pass' a QR code that points consumers to a channel of videos like a smoky-eye makeup lesson by Bobbi Brown.

