



# THE BIG REVEAL

*presents*

**SPECIAL EDITION: BRAND INNOVATION**

**FEATURING FUTURIST AMELIA KALLMAN**

# Introduction

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Welcome to the 36th edition of my innovation newsletter, The Big Reveal. You can also watch or listen on YouTube [here](#).

This is a Special Edition all about Brand Innovation, featuring selected case studies of companies making bold choices aligned with the times. Hope you find it inspiring!

Excited to be the opening keynote speaking LIVE at ISE London 24th June at Evolution London. Come see me! More info [here](#).

Check out my latest podcast [episodes](#). In episode 6, we discuss the impact of XR on Healthcare, and look out for episode 7 - a special #PrideMonth edition!

Hope you enjoy, and please be in touch if you'd like to collaborate.

Thanks!

Amelia

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# 01 Netflix Shop

Netflix.shop will sell exclusive limited editions of apparel and lifestyle products tied to their shows. This month will debut streetwear and action figures based on anime series Yasuke and Eden, as well as the series Lupin, in collaboration with the Musée du Louvre. The Netflix.shop will be available in the US, before expanding into other countries around the world in the coming months.

[Check it out.](#)

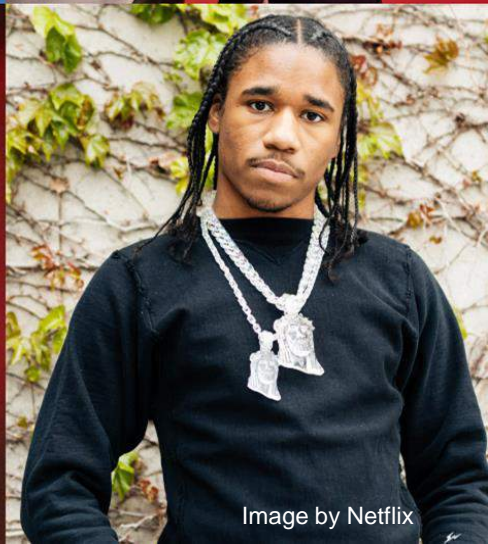
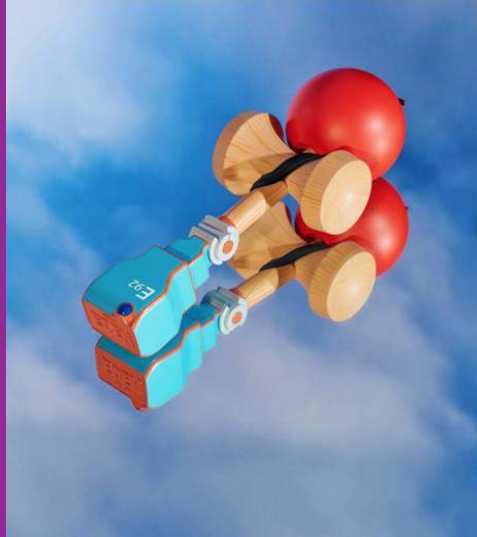


Image by Netflix

# 02

## Anheuser-Busch

Anheuser-Busch is using its marketing to help stimulate the US pandemic recovery. Their 'Let's Grab a Beer' is rolling out DOOH (Digital out of Home) installations that include real-time vaccine trackers, counting up to the country's goal of having 70% vaccinated by the 4th of July, at which time they pledge to buy the country its first post-pandemic round. Activations will go live in Boston, Los Angeles and New York, and on social media.

[Press Release.](#)



Image by Anheuser-Busch

# 03

## Domino's NFT

Domino's pizza villain character, the Noid, does his best to thwart pizza deliveries. Now the nemesis is selling NFT's (non-fungible tokens), pieces of unique digital code stored on the blockchain, linked to assets that can be bought, sold, or auctioned with cryptocurrency. Noid's NFT's include the Pizza Crusher, Pizza Slayzer and a giant Noid Balloon Blockade. Rumor has it the anti-mascot's NFT proceeds may go towards new gadgets, disguises, or an autobiography, and that he might pop up on TikTok later this week.

[Check them out.](#)



Image by Dominos

# 04 Skittles QueerR

To celebrate Pride Month, Skittles has teamed up with historian, author and educator Blair Imani, to promote LGBTQ+ visibility, spotlighting artists, influencers and creators through the SKITTLES QueerR Codes. The program includes murals, personal stories, drag performance, sign language performance, music, dance and makeup artistry. The launch follows the recent announcement of Skittles limited-edition Pride Packs. During the month of June, \$1 per pack purchased will be donated to GLAAD.

[Check it out.](#)



Image by Skittles

# 05

# Colgate Sonic

In collaboration with creative music agency Massive Music, Colgate has a new sonic audio brand identity to match their signature smile logo. Colgate wanted something memorable and modern to reflect 'Optimism in Action,' while also being flexible enough to work across all product offerings. Grounded in science, they consulted with academics, ethnomusicologists and neuroscientists to come up with the human hum as the perfect timbre for Colgate's sonic logo. The choice of the key of D major is generally agreed to be optimistic in nature.

[Listen.](#)



# 06 Clear Channel

Clear Channel's The Clear Start program aims to help startups double their UK marketing presence in one year. Leveraging their significant outdoor digital signage infrastructure, Clear Channel has pledged to match startups' advertising budgets pound for pound, helping them to increase their presence around the UK's streets and transport hubs. The initiative includes free creative support, access to audience insights, and media planning tools.

[Press Release.](#)





# 07

# Unilever Plastic-free

Unilever is using a new technology to launch the first paper-based laundry detergent bottle made of sustainably sourced pulp and designed to be recycled in the paper waste stream. It is set to debut in Brazil by early 2022, with roll-out in Europe and other countries to follow. They are also piloting the same technology to create paper-based hair care bottles. By 2025, Unilever has committed to halve its use of plastic, and ensure that 100% of its packaging is fully reusable or recyclable.

[Press Release.](#)



# 08 Amazon Salon

Amazon has launched its first hair salon in East London as an experimental showcase for new technologies, services, and retail opportunities. Customers use AR to try on new hairstyles and colours virtually before committing, 'Point-and-learn' displays allow customers to interact with products via smartphones, and tablets are preloaded with an array of magazines to choose from. Customers can also pay by scanning QR codes via the Amazon App.

[Article.](#)



Image by Amazon

# 09 Jo Malone VR

Jo Malone has expanded its virtual reality showroom with three new spring-inspired worlds. The 360° virtual shopping experience is based on Jo Malone's London Townhouse and features limited edition collections and fragrances, as well as works by fourteen artists. The multi-sensorial experience aims to elevate the traditional customer discovery through the use of technologies, while providing an interactive and immersive shopping experience that can be accessed anytime, across devices, anywhere in the world.

[Article.](#)



# 10 Yum! AI Acquired

Fast food brand Yum!, which includes KFC, Pizza Hut, and Taco Bell, are set to make their third major AI acquisition this year. Joining Kvantum, an AI-based consumer insights and marketing analytics company, and Tictuk Technologies, an omnichannel ordering and marketing platform, Dragontail uses AI to automate kitchen flow, prepare for delivery, schedule drivers, manage staff and drivers, and provide real-time alerts.

[Article.](#)



# Thank you

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# The End

