

# The Flower Council of Holland launches The Green Gallery Green Screen ad blocker

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UM Studios launches 'The Green Gallery Green Screen' ad blocker for the Flower Council of Holland, in collaboration with IMA (Influencer Marketing Agency) and Superhero Cheesecake. The Green Gallery Green Screen ad blocker is developed for the Dutch, German, UK and French markets, created to increase top-of-mind awareness for flowers and plants amongst European consumers.

The concept, devised by UM Studios, is based on evolving online behaviour. Research shows that the amount of ad blockers used by consumers is growing exponentially and that flowers have a positive effect on humans: they enhance our creativity and reduce stress levels. The idea for the The Green Gallery Green Screen, that focuses on welcoming flowers to our computers, came into existence by combining these two insights.



Four international artists – Artists Henk Schiffmacher, Loco Dice & Hoxxoh, Geraldine Wharry and Pigalle – dedicated themselves to creating the visuals for the ad blocker, all inspired by the beauty of flowers. With the help of talented floral arrangers, photographers and digital designers, they created the initial twelve masterpieces that were used to shape the banners.

Esther de Waard, Brandmanager, Bloemenbureau Holland: "With The Green Gallery Green Screen ad blocker we're creating new opportunities. Top-of-mind awareness for flowers and plants among new, relevant and critical audiences that we usually wouldn't easily reach. By collaborating with a renowned creative influencer per market, we're generating publicity online on both national and international levels."



Elias Reinheimer, Director Strategy and Business, UM Studios: "A media agency advising an ad blocker as a creative media solution might seem like an oxymoron. However, it remains our ambition as a creative content label to keep surprising our customers with innovative concepts. With this concept, we're offering the people that already use ad blockers an interesting alternative. IMA was the perfect partner to select the four international artists, each with its own following and unique signature. They also led creative direction and production for the artworks and photo and video assets. Armed with this incredibly beautiful and inspiring content, we set up a strategic influencer marketing campaign together to create maximum awareness around the campaign."

Maddie Raedts, Founding Partner & Creative Director, IMA: "As an agency we're proud to be highlighting the shift in influencer marketing and challenging a common misconception that influencers are just fashion bloggers. They are inspirational individuals with a passion, loyal following and the profound ability to move people. Consumers want to see real people doing real things, which is why raw, in-the-moment content and documentary-style videos are so compelling and fit the zeitgeist. This project shows an important movement away from traditional B2C marketing to H2H: human-to-human. People trust other people over advertisements, which is why this project and its message are so powerful."



The ad blocker, available for Chrome, Firefox, Safari and Edge and [the website](#), were developed by creative digital production studio Superhero Cheesecake.

Source: [UM Studios](#)



# SNAP SPECTACLES

Snapchat Spectacles are here. The big question now is: how do they work? And perhaps more importantly, what do they mean for marketers?

## What are Snapchat Spectacles?

In short, they are \$130 glasses, known simply as Spectacles. The eye-wear is loaded with a tiny circular camera mounted on the lens, so that the wearer can take first-person video footage and upload instantly to the social media site, so your friends can watch – in real time – whatever it is you’re doing. Think Google Glass spliced with GoPro.

Shooting videos with Snap Inc.’s newly released Spectacles seems super-simple. Put the sunglasses/camcorder on your face; tap a button to record; open Snapchat to review your video; add any filters, text or emojis; upload. But it’s not that simple.

Shooting every snap with Spectacles is tempting. The circular clips and “from Spectacles” label on your snaps can signal your Snapchat savvy. But don’t. For starters, Spectacles record video with a fish-eye view and, by default, webcam-quality standard definition (you can upgrade to HD before posting, but it’s not a drastic change). You also can’t apply lenses, including the new World Lenses, when shooting with Spectacles.

That doesn’t mean don’t shoot with Spectacles. Just think of them as another lens, as more of a supplement than a replacement for your phone’s camera. That’s how I’ve started thinking of them since picking up a pair last week. I’ve donned Spectacles on a walk around my neighborhood, worn them while skateboarding, taken them to run errands and used them to document an anti-Trump protest.

## Are Spectacles the best (or only) way to capture this?

Since you don’t have to hold anything to shoot with Spectacles, you can record yourself doing pretty much anything that would be hard to capture, or at least hard to capture well, while holding a phone in one hand: skateboarding, drawing, playing foosball, riding a bike. In the same way that GoPro cameras opened up opportunities to record activities that were otherwise difficult to capture from a first-person perspective, so do Spectacles.

And since Spectacles can stay on your face, they can be a more immediate and more natural way to capture unplanned moments. Not only do you not have to pull out your phone and open Snapchat to start shooting, but you don’t have to hold your phone in someone’s face to record them. Even though that person is aware you’re recording them – and they should be made aware – the feeling is different. With the phone, the person may feel like they’re being recorded; with Spectacles, it’s more like they’re being seen.

## How long should the snap be?

Unlike a phone-shot snap, you don’t have to hold down anything to record with Spectacles. Being hands-free is handy, but it makes it easy to forget that Spectacles snaps don’t have to run 10 seconds long (or 20 or 30 seconds if you press

record two or three times). To keep a snap at just the right length – before it gets awkwardly long to the point that you try to fill a few seconds or someone asks if you’re still recording – press and hold the recording button to stop the shot.

## When will I post this snap to my story, and what do I want to post before or after it?

Spectacles don’t automatically post your videos once you’ve finished recording them. But you probably knew that already. What you may not have known – or at least what I didn’t know at first – is that, when you do finally upload a Spectacles-shot video, it’s inserted into your story based on when you recorded it, not when you uploaded it.

## Will they work?

Of course, Facebook has invested in Oculus VR – the virtual reality headset coming to their platform very soon – but skepticism abounds over the integration of Oculus, whereas Snap’s hardware is fully integrated with their existing social network. As a direct extension of their current business model, the glasses serve to enhance the experience rather than add unnecessary distractions. At least that’s the plan.

Snapchat also has another big advantage, in that 37% of its US user base falls into the 18-24 category. After that its biggest age range is 25-34, beyond which users drop off dramatically. That’s a youth cache Facebook doesn’t have, with a much broader range of age demographics. SnapChat is tapping in to a generation that is willing to try new technologies and take up new products.

## What does this mean for marketers?

The gizmo is understandably focused on teen pursuits – skating and hanging out, but for marketers to these audience, Snapchat spectacles open up a new dimension in instant broadcasting. Companies can now broadcast product launches, live events, interviews, behind the scenes footage etc. directly to their core demographic. Snapchat’s young users are on the app for, on average, 30 minutes every day.

Expect to see some creative uses of Snapchat Spectacles from the likes of Nike, Coke and Zappos in the coming months. Let’s see how they do. The success of digitally pioneering teen brands may well dictate whether Snapchat Spectacles are a trend to follow, or a fad to forget.



# CAN COCA-COLA SAVE THE WORLD?

Mass deforestation and devastating climate change are major threats to the future of our planet. But what if one brand could single-handedly tackle this global problem?

You've probably heard before that you won't find happiness at the bottom of a bottle. But according to Good Things, an independent group of concerned citizens acting on behalf of the environment, you might find hope in a can of Coca-Cola.

A report published by the World Wildlife Foundation this year revealed that 11 of the world's most important forests are set for catastrophic deforestation by 2030. If nothing is done, we stand to lose up to 420 million acres of forest over the next 15 years.

## So what, as a conscientious populace, can we do to help?

Good Things' Buy The World A Hope movement has a suggestion - why don't we start by appealing to the biggest advertiser in history?

Its proposition is ambitious. In a public pitch that's currently making its way across social media, Buy The World A Hope is publicly calling on Muhtar Kent, Coke's global chief executive, to stall the brand's enormous £3 billion advertising budget for one year, spending it instead on helping land trusts protect the world's rainforests.

The premise has huge appeal. It seems a no-brainer - spend billions of pounds on a superficial campaign about women ogling a topless gardener, or a groundbreaking venture into a new era of global marketing that makes a positive change to our planet's future?

## The question is, would Coke realistically do this?

Gareth Broadbent, lead creative behind the Hope campaign, said: "It's easy to think of reasons why they wouldn't. Quitting advertising for a year could sound like brand suicide to some. But even without advertising, people will still ask for a Coke at the bar or in a store.

"You'll still see the Coke brand merchandising at point of sale, on Coke lorries and vending machines. And if we follow our campaign structure, top of mind awareness could actually increase through the use of music videos and initial advertisement."

Ed Gillespie, co-founder of Futerra, the industry leading sustainability agency, said: "It would take an extremely courageous CEO to make this call, although it's not impossible.

"I can imagine the furore of panicked shareholders, but the publicity that such a superficially crazy move could generate would probably more than compensate. The business pages alone would be in apoplexy."

Will Awdry, the creative trainer at D&AD, has a more reserved view. He said: "Coke's primary aim is not to rescue the world. To do good deeds, it has to do good business. There are many questions about whether, in the fullness of time, this act



would actually be seen as 'good business'."

Awdry expands to say that Coke could well create an exciting buzz with a campaign such as this, but he remains unsure that the risk would pay off.

He said: "If Coke were to go ahead, I think there would be an astonishing short term uplift in

recognition, saliency, celebration of game-changing tactics, residual glow of good deeds leading to a good read of the Coca-Cola company. I think it would be another step on in the evolution of advertising.

"However, my very strong, and wearily resigned, view is that one cheque handed over won't solve the problem. Better to have done it than not, but because it's from a commercial company it could be seen as a cynical gesture."

## A refreshing solution?

But would the current generation meet such a philanthropic gesture with cynicism, at a time when the matter of climate change is becoming so increasingly pertinent?

After all, the world needs, and apparently wants, a hero. Recent research reveals that the vast majority of millennials (81 per cent) expect companies to make a public commitment to good corporate citizenship.

Ynzo Van Santen, creator of GreenInc, said: "I'd like to believe in a world where large corporations are more aware they're an integral part of society, not a separate entity.

"The Hope concept is an interesting suggestion. Even making advertising more meaningful would be a great step in the right direction."

And indeed, many brands are benefitting from positive action. Always' empowering '#LikeAGirl' campaign has been a viral success. Dove has enjoyed huge publicity from celebrating Real Beauty, and Toms shoes has attracted a devoted following of millennials who strongly support their cause to supply shoes to third-world children.

He lamented: "The greatest issues our planet has ever faced are mounting and the vast majority of mainstream brands are simply ignoring them. Climate change could be the biggest missed opportunity in history. Without a stable environment, there won't be an economy and without that, no advertising at all."

One thing that cannot be debated is the brand's power. Coke is one of the strongest influencers in the modern world, and the second most recognised word on earth after OK. There is seismic potential for change if they choose to act.

So as Broadbent and his team's petition makes its way around our Facebook feeds collecting as many thumbs ups as it can, all that's left for us to do is hope.



## NUDGED TO THE PRODUCE AISLE BY A LOOK IN THE MIRROR

As Alonzo Hinajos ponders his self-image in a supermarket in El Paso, researchers hope he buys more fruits and vegetables.

and the fantasy-world ambience of the modern supermarket. Soft music drifted. Neon-bright colors turned his head this way and that. "GRAB ME!!!" gasped the ad posters heralding the sugary drinks, wavy chips and Berry Colossal Crunch being thrust his way.

Then he looked down at his grocery cart and felt quite a different tug. Inside the front of the trolley, hooked onto its red steel frame, was a mirror, filled with the reflection of his startled face.

The sight was meant to be a splash of reality in the otherwise anonymous la-la land of food shopping, a reminder of who he was, how he looked and perhaps what he had come in for. And if the influence cast by the store ads and promotion for junk food wasn't entirely broken, it seemed to have lost at least some of its grip. "I'm looking at myself, and thinking, 'O.K., now what?'" he said.

The mirror is part of an effort to get Americans to change their eating habits, by two social scientists outmaneuvering the processed-food giants on their own turf, using their own tricks: the distracting little nudges and cues that confront a supermarket shopper at every turn. The researchers, like many government agencies and healthy-food advocates these days, are out to increase consumption of fruits and vegetables. But instead of preaching about diabetes or slapping taxes on junk food, they gently prod shoppers – so gently, in fact, that it's hard to believe the results.

### Mirrors are the perfect nudge

It turns out that the public doesn't mind being marketed to, as long as the marketing strategies behind the messaging is respectful of the public's vigilant sensibilities. This revelation has emboldened health advocacy groups who feel outgunned by larger food corporations that aggressively, and successfully, market junk food and sugary sweets to an obese and unhealthy public.

Mirrors provide the perfect "nudge" perhaps because we feel the decisions we are making are based on an internal dialogue and not with a marketing campaign. When it comes to your personal health, it's difficult to feel you're being manipulated by your own face. Our powerful insecurities and own poor images of our bodies and stomachs and arms win out for the greater good of eating well.

Nudge marketing is exactly what it sounds like: compelling consumers to behave in a desired manner by "nudging" them with a marketing message that straddles the delicate balance of not being too soft and subtle nor being too heavy handed and forceful.

### A nudge?

The mirror experiment is pursuing a tactic that behavioral scientists call *nudge* marketing, an idea popularized by the 2008 book "Nudge" by former Obama advisors Cass Sunstein and professor Richard Thaler. Together with Dan Ariely's popular book, *Predictably Irrational*, opened the eyes of many to the world of nudging. By leveraging behavioral economics and choice architecture, we are able to use subtle 'nudges' to influence the decisions people make.

If you are unfamiliar with the term nudge, it is a subtle push that aims to alter a person's behavior without really being noticed. Instead of forbidding choices, or using overt incentives, a nudge acts more like a light push, a discrete encouragement into a preferred direction, taking into account that we are not rational thinkers and that our behavior can be altered in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid.

Another nudge implemented a series of large green arrows on the floor, making a trail to the produce section. When arriving at the decision point to go left or right, shoppers followed the green arrows 9 out of 10 times to buy healthy rather than junk.

### Results?

By the second week, produce sales had jumped 10 percent, with a whopping 91 percent rise for those participating in the government nutrition program called Women, Infants and Children. The researchers were so excited that they now plan to put the mirrors in every cart at the 22 stores in El Paso and nearby Las Cruces, N.M., and perhaps later at all 146 Lowe stores.

'Nudge Marketing' Most Effective Strategy to Push Healthy Food Sales sees up to 91% increase in purchases of fruits & veggies.

The owners of Lowe's are smiling, too, because along with the meat counter, the produce aisle is one of the most profitable parts of a grocery store, with large volumes and higher-than-average markups from the wholesale cost. So even if sales of frozen pizza and potato chips dip, the grocer's net profit will rise if zucchini gains. Finding a profit motive in

social policy proves to be a win-win approach.

Nudge marketing calls for applying just the right amount of pressure to persuade: not too little, not too much, as in the now common road safety smileys along our roads.





ALEX JONES'

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BECAUSE THERE IS A WAR ON FOR YOUR MIND

by PAUL JOSEPH WATSON | AUGUST 12, 2015

# MINORITY REPORT-STYLE AD BILLBOARDS SHAPED LIKE EYES TO WATCH CONSUMERS

## System will collect information on user in exchange for free wi-fi

**Minority Report-style advertising billboards shaped like huge eyes which analyze the facial characteristics of the viewer are expanding across England as the technology begins to mimic that seen in the dystopian thriller.**

“Ocean’s three new billboards in Birmingham, shaped like large human eyes, will broadcast ads like regular digital billboards, but have the ability to change based on how many of a certain group are within “eyesight” of the camera,” reports the Wall Street Journal.

*Minority Report*, a 2002 thriller about a dystopian society starring Tom Cruise, depicts Cruise’s character walking through a subway station while sensors that scan his eyes address him by name and bombard him with personalized ads.

Another clip shows people boarding a train also having their irises scanned for approval. The movie was based on a dystopian short story by Philip K. Dick which warned of how such technology would be used in the future to crush privacy and civil liberties.

While the new technology being rolled out across the UK is not quite as chilling as the movie equivalent, it’s not far off.

“Cameras placed in the billboards will capture images of people at the station and beam those back to computers, which will analyze characteristics like gender and age. That will help create ads displayed on the billboards—a series of giant screens atop the station’s busiest entrances,” states the report.

The billboards will analyze how long a user looks at the ad, while also collecting information from the individual’s phone in exchange for free wi-fi.

“There’s no other way to get on a train than to walk past these things,” said Emma Carr of Big Brother Watch, adding “It’s incredibly difficult when you’re doing this to have informed consent.”

Billboards set to be installed at London’s Heathrow Airport will also change flight information based on the language being spoken by nearby people, technology which could feasibly lead to private conversations being recorded.

As we reported back in 2012, billboards that scanned faces were installed at a bus stop in Oxford Street, London, with developers Clear Channel UK and 3D Exposure promising that the next generation of the technology “may soon surpass what we’ve seen at the cinema.” Privacy watchdog The Open Rights Group labeled the idea “creepy.”

Luxury retail chains are also installing cameras inside mannequins that can spy on shoppers and record their conversations.

Redpepper, a company based in Nashville, TN, also rolled out a Facebook app in 2012 that worked with facial recognition cameras to identify customers as they entered bars and shops and then delivered discount coupons to their mobile phone.

While all this technology is being introduced under the guise of consumer engagement and convenience, the potential for abuse should law enforcement bodies or hackers get their hands on it should deeply concern anyone who values their privacy.

**Name(s) of the technique (provide as many as you can find in the doc or think of):**

**Keywords to define and describe the technique presented in the doc (write down keywords only, no sentences):**

**Strengths:**

**Weaknesses:**

**Opportunities:**

**Threats:**

**Keywords for your own opinion:**

**Keywords for your partner's opinion:**

**Think of possible extension to other products / brands / media channels / countries / objectives ...:**

<b>Name(s):</b>	<b>Name(s):</b>	<b>Name(s):</b>
<b>Description:</b>	<b>Description:</b>	<b>Description:</b>
<b>Strengths/Weaknesses:</b>	<b>Strengths/Weaknesses:</b>	<b>Strengths/Weaknesses:</b>
<b>Opportunities/Threats:</b>	<b>Opportunities/Threats:</b>	<b>Opportunities/Threats:</b>
<b>Opinion:</b>	<b>Opinion:</b>	<b>Opinion:</b>
<b>Extension:</b>	<b>Extension:</b>	<b>Extension:</b>