

October - How Connected Living Offers Potential For Brands

**You've probably heard of the Jawbone Up band. It measures your movement and helps you to monitor your fitness goals through an app. Do you know that you can link this to your Foursquare app? This means your Up band connects to restaurant menus to give you an overview of what you've eaten.**

Do you know that you can then take a photo of your meal and use Meal Snap to check the healthiness based on colour and composition? And that you can monitor your weight using the Withings Scale, and track your BMI from your iPhone? Or that you can use Mother to remind you when to take your vitamins?

Now imagine a door lock that knows who you are, lets you remotely programme entry for others, and even learns your behaviour to communicate with your home lights and a device that automatically reduces the temperature in your home when it knows you're on your way back from the gym.



Check out the August Smart Lock, Philips Hue, and Nest. These all exist ... and more! There's even a new service called "If This Then That," which allows you to build powerful connections between devices. For example, you can tell it, "If the sun is on my computer screen, automatically adjust the blinds."

**Welcome to the world of connected living. Now, how can brands use this to engage consumers?**

**Read the Buzz evening highlights**



## **Our Guest Speaker:**

**Craig Crawford, Founder of Crawford IT**

Craig Crawford is a creative IT strategist with over 30 years of experience working for global fashion brands. In 2007 he joined Burberry and worked alongside CEO Angela Ahrendts (now Senior Vice President for Retail and Online Stores at Apple) to transform Burberry from a fractured franchise into a leading global fashion brand. Earlier this year he established his own consultancy practice, Crawford IT.

At this month's Honey Buzz, brand owners and senior industry professionals listened to Craig's fascinating story of his time at Burberry, including anecdotes and expert advice on how to introduce new technology to brands, why location technology is the new frontier, and ultimately how embracing digital change and harnessing the potential for connected living can completely change a brand's future.

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## The Buzz evening highlights...

### 1. Technology at work needs to match what's in our homes

“ We had IT staff wait in line outside Apple stores all over the US through the night. They were buying two iPads at a time, which was the limit, in order for us to be able to hand out 150 iPads to our Executive team just as Apple released them to market. It was that important to engage the Executives immediately.”

Craig Crawford, Founder of Crawford IT

Back in 2007 Burberry was a federation of regions. Craig worked alongside CEO Angela Ahrendts as she began the massive task of making the company behave like a global brand. Regions operated on different models with different email systems, networks, hardware and operating systems. IT was faced with the challenge to move onto a global platform, a global network, and to consolidate technology suppliers.

Burberry realised that technology in their stores needed to be as easy to use and match the efficiency of technology in people's homes. They were early adopters of the iPad and used these in the stores to access their customers' buying history and improve the experience for customers visiting different stores around the world. The IT team became thought leaders, piloting and adopting game-changing technology.

**Tweet it:** *IT departments need to be thought leaders, adopting new technology for their brands to match the convenience of what's in our homes. @honeycreative #honeybuzztalks*

### 2. Make sure IT evolves at the same pace as your brand

“ A global communications company has recently bought lots of businesses and are now trying to work out how to facilitate an internal printing system. They are a technology company, but they now have to spend millions to sort their printers out.”

Anonymous

Technology is changing at such a pace that failure to invest in sound platforms can leave your brand with a technology crisis. An unnamed global communications company is currently struggling to consolidate basic office technology, a move that is costing them millions. Brands can learn from Burberry's willingness to invest in new technology.

Relentless digital evolution over the last few years has moved Burberry from ad hoc display solutions to cutting edge in-store digital signage. An in house film and retouch studio and a global controller for their stores' retail theatre footprint allows content to be created and managed centrally. Platforms for product design and development, social enterprise collaboration, and digital asset management are the key to the IT architecture. Well designed IT architecture allows music events held at the London Regent Street flagship store to broadcast to other stores globally as well as online.

**Tweet it:** *The brands that continually invest in new technology and evolve digitally will remain competitive while brands that do not will fall behind @honeycreative #honeybuzztalks*



### 3. Reward your team for embracing technology

“ We call it a change management programme. You can't just roll out iPads to store and expect people to manage this. There are also features and functions that you want store staff to know about your product. And you can begin online product training and you can reward people for getting it right.”

Craig Crawford, Founder of Crawford IT.



Change management programmes and employee communication is important when rolling out new technology to stores. Devices like iPads are now considered to be accessible to everyone and intuitive to use, but you still need to train people. In the past, this meant in-store training or sending the store manager a PDF, but now brands can test their employees online and reward them for scoring well.

There's a young company out there called Free:Formers that drive digital transformation through courses that teach anyone from frontline staff to CEOs the basics of digital technology in just one day. This is a great way to get everyone on board with change and turn technophobic employees (even execs!) into brand advocates through understanding. And for every business person you send to Free:Formers, they train an unemployable young person for free.

**Tweet it:** Every employee is a brand ambassador, even if they don't know it. Helping them to understand the digital transformation in your organisation is a great way to get everyone on board. @honeycreative #honeybuzztalks



### 4. Find your brand's \$300 million button

“ We want our lives to be simpler. The \$300 million button was so successful because it made it less difficult for people to buy things. By simplifying the process they made \$300 million!”

Marcel Aerts, former Regional Marketing Manager for Twinings Tea.

Brands should look at ways they can use technology to make consumers' lives easier. A famous example of this is highlighted in the article, The \$300 Million Button. The article explains how a well-known global brand identified a major problem with a form on their website that asked users to enter their email address and password, and gave them the choice between login and register.

The problem was that the form popped up after they added products to the basket, but before they entered their bank details. Repeat customers couldn't remember their passwords and new customers resented having to immediately enter into a relationship with the brand by registering.





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To fix this, UX designers removed the register button and added a “continue” link with the message “You do not need to create an account to make purchases on our site. Simply click Continue to proceed to checkout. To make your future purchases even faster, you can create an account during checkout.” This simple change increased new customers by 45%, and sales grew to \$15 million in the first month alone.

**Tweet this:** Find your brand's \$300 million button. Using technology to make life easier for consumers could be the smartest investment and the biggest ROI your brand has ever seen. @honeycreative #honeybuzztalks

## 5. Location technology is the new frontier ... and it's already here.

“Location technology is already here. As brands we need to figure this engagement out fast, otherwise people will shut us down. It needs to make sense to the brand and the consumer”

Craig Crawford, Founder of Crawford IT

Brands need to look at the three Cs: Context, Convergence, and the Cloud. Digital communication needs to make sense to consumers and it needs to be a dialogue, otherwise we will just end up with noise. Location technology should be used to communicate an overlap of your brands objectives and what people actually care about – if you use it only to broadcast offers then people will shut you down.

We all have our own filters and the saturation point will come when we will simply switch off our phones when we enter a shopping centre because we don't want brands to intrude – unless they are either giving us something we want or making our lives easier. With technology we won't use it all just because we can. Brands must make sense of what technology is available and use that most effectively.

**Tweet this:** Location technology is the new frontier and it's already here. Brands need to figure out how to use it to engage consumers, otherwise people will shut us down. @honeycreative #honeybuzztalks

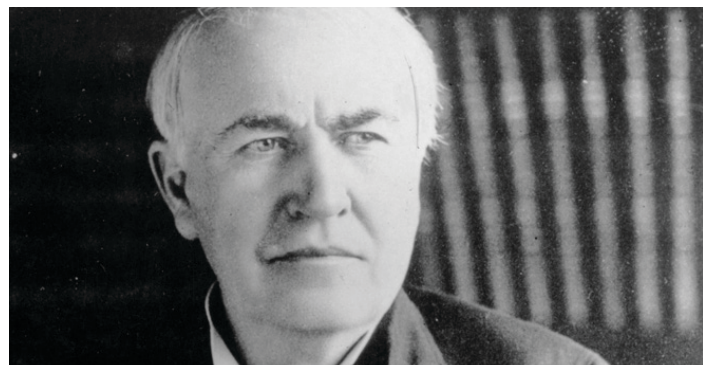
## 6. Brands need to look for new ways to use mainstream technology

“When Edison invented the recording device he thought it would be used to announce the time or record the last wish of the dying. He didn't anticipate it being used to record music.”

Craig Crawford, Founder of Crawford IT.



Edison didn't always know how his inventions would be used, and neither do tech giants like Apple. Technology companies can't always predict how their latest products will be used, so it's up to us as brands to find new ways to use technology to make our lives easier and improve the experience for consumers. Technology often ends up being used for a very different purpose when it goes mainstream.



October - How Connected Living Offers Potential For Brands

Has Twitter replaced radio? Will Netflix replace TV? When TV was first introduced the adverts were translated from radio and featured people holding up written cards. It took a while for that to change and for people to find different ways of using the technology. The problem now is that technology is changing constantly, so brands need to be constantly looking for new opportunities.

**Tweet this:** *Has Twitter replaced radio? Will Netflix replace TV? Technology is changing constantly and brands need to be looking for new ways to use existing and new technology. @honeycreative #honeybuzztalks*

## 7. Following technology trends is not a substitute for innovation

“Innovation can’t happen through following technology trends. You can’t do NPD using technology and data because you can’t test what doesn’t exist. It does take a slight leap of faith.”

Greg Vallance, Real-time Content Labs

Technology now allows brands to observe customer behaviour and capture more data than ever before, allowing them to react quickly to new trends. In the past, brands would have been trendsetters rather than relying on data. You can’t do NPD (New Product Development) through research alone and brands still need a message and a mission. It doesn’t matter what you know about the consumer, you still have to be true to the brand.

## KICKSTARTER

However, brands can use Kickstarter’s model to better research NPD by setting up “lemonade stands” where consumers can engage with new products and offer feedback. If they like the idea they pay money for the product in the store that day, well ahead of the brand launching it. The great thing about this approach is that it improves speed to market and helps brands catch trends early with reduced risk.

**Tweet this:** *Brands can use Kickstarter’s model and set up “lemonade stands” in stores to test consumer reaction to NPD, asking for payment in advance before the product is launched. @honeycreative #honeybuzztalks*

## 8. Brands cannot escape technology, but they can say NO to some of it

“I love Pret A Manger because they know exactly what I want when I walk in, as I’ve built a relationship with the staff. They could go further and use my proximity to the store and the regularity at which I visit to anticipate my order before I arrive.”

Ben Goodson, Head of User Experience at Liberty Ltd.



Brands should never adopt technology for technology’s sake, and should only choose what is appropriate to their DNA. Some brands are more about friendliness and dialogue but this shouldn’t stop them using clever technology behind the scenes (for example, tracking interesting facts and data) then have staff hand writing these to display in-store for consumers.

Introducing technology that improves customer service but reduces human contact for brands that are built on friendliness can be destructive.

**Tweet this:** *Brands that rely heavily on human interaction and speed need to be careful when introducing technology that might reduce that face-to-face contact @honeycreative #honeybuzztalks*

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## 9. People will always embrace new technology that makes life easier

“Have you seen the app Ignore No More? If you ignore your mom’s phone calls then she can shut your phone down. People will always embrace technology that offers a solution to a problem.”

Craig Crawford, Founder of Crawford IT.



The app Ignore Me No More is a simple solution to a common problem. Likewise, Airbus are developing a new luggage called Bag2Go that has built in scales and a chip that allows you to track your luggage via your iPhone. Consumers don’t even own the bag, they will just rent it for an estimated \$8 and it will be delivered and collected from their door, so they won’t need to check it in when they fly.

Connected living through technology is everywhere, and has potential at every level of retail. Imagine a family entering a supermarket. The store knows that the dad has arrived and alerts him that it’s his wife’s birthday

that weekend. They tell him what she likes and makes suggestions of things he can buy or make based on her preferences. In the meantime, it engages the kid’s with fun and entertaining things they could do.

This could be an idea for making cards through to celebrity chef recipes for her favourite cake. It then directs the dad to where he needs to go in the store, and even tells him the quickest checkout to go to. This is meaningful engagement for the entire family, and the store has increased its profits and helped to promote vendor partners.

How can your brand use technology to enhance consumer experience?

**Tweet this:** *People will always embrace new technology if it genuinely makes their lives easier...and they are more likely to buy from your brand if you help them out! @honeycreative #honeybuzztalks*

**HoneyBuzz, is a monthly round table talk creating collaboration of marketers and business leaders to share learnings and create commercial growth.**

Join us for an evening of lively and thought-provoking debate to drive the creation of commercial growth. Held at Soho House, you’ll be sitting alongside other sector experts and senior industry figures bringing their own unique and thought-provoking insights and experience.

Interested in speaking at HoneyBuzz? We’re always on the look out for guest speakers with a different angle on brand and communications. If you’re interested, please do get in touch.

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