



# MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW

# 05

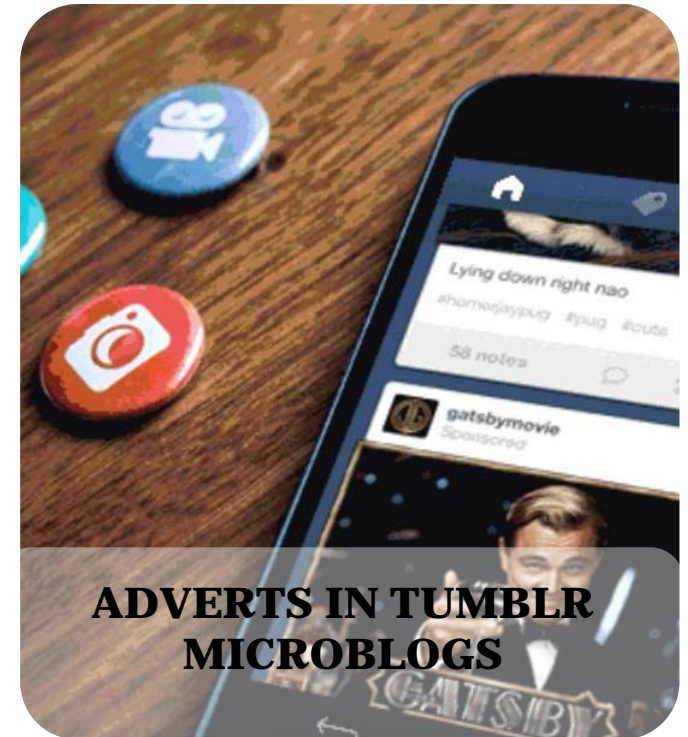
2013



**NIKE SHOES  
ADAPT TO INSTAGRAM  
PICTURES**

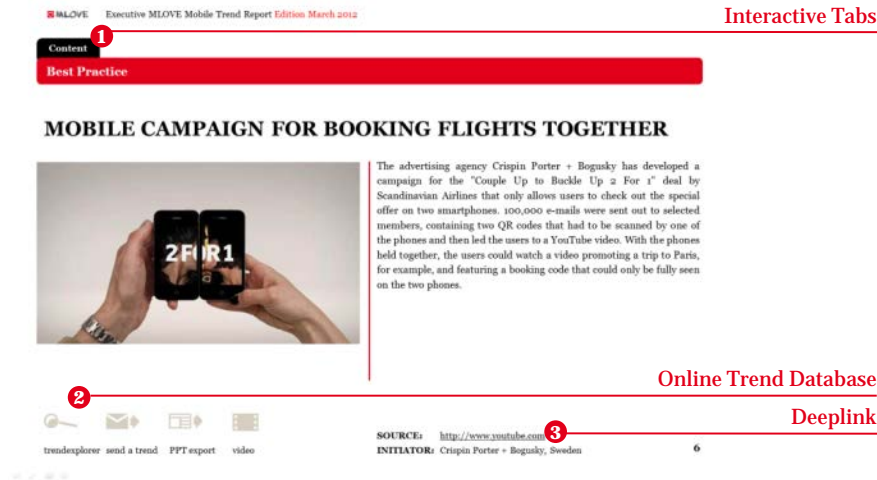
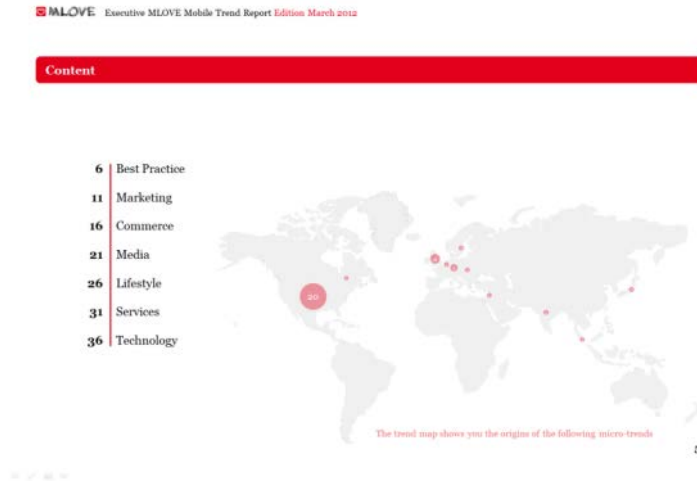


**CAR INSURANCE  
BASED ON  
DRIVING STYLE**



**ADVERTS IN TUMBLR  
MICROBLOGS**

## The interactive functions in the Trend Report



### 1 Interactive tab navigation

Use the interactive tabs to click your way directly to the content page.

### 2 Link-up to the Online Trend Database

#### Trendexplorer

This is where you can access the micro-trend in our online trend database.

#### Send a Trend

You can use this feature to forward the micro-trend to business partners and colleagues.

#### PPT Export

Export the micro-trend directly to a PowerPoint file.

#### More images

Call up more images related to this micro-trend.

#### Video

Take a look at a video about the micro-trend.

### 3 Deeplink

Deeplink takes you directly to the micro-trend's website

## Intro

# Who are we?



**Harald Neidhardt**  
Founder & Curator of MLOVE

Harald is passionate about the Future of Mobile and its opportunities for brands and entrepreneurs.

He created the MLOVE ConFestivals ("The best event in Mobile" according to Wired) as inspiring global events that bring together thought leaders and startups in a very interactive format.

Harald is also Co-Founder of Smaato Inc. – a pioneering mobile advertising company headquartered in San Francisco. His international experience includes leading digital agencies, eg. Pixelpark in New York.

Harald is a frequent speaker on mobile innovation & mobile advertising and was named a "Top 50 CMO on Twitter" by Social Media Marketing Magazine.

He lives in Hamburg and loves photography & travel.



**Nils Müller**  
CEO & Founder TrendONE GmbH

He lives in the future – today he is here with us!

Nils Mueller is famous for his stirring future journeys and for his inspiring journeys to worldwide Innovation-Hotspots & Trends.

He started his career at the IBM Innovation Center. During his Master programme in Berlin, New York and Milan 2002, he founded TrendONE, a company that is specialized in micro-trends and weak signals.

TrendONE is market leader in identifying key trends in fast moving branches of business.

Nils Mueller lives with his wife and three children in Hamburg Blankenese.

## Categories of the MLOVE Mobile Trendreport

Best Practice

Marketing

Commerce

Media

Lifestyle

Services

Technology



## Best Practice

# CAR INSURANCE BASED ON DRIVING STYLE



The "StreetOwl" mobile app, developed by the American company of the same name, enables drivers to match their car insurance to the way they drive and save themselves some money. First of all, the app gives drivers some feedback on their current driving style and measures the risk factors. For every drive, the latest figures are recorded, a score is calculated and suggestions for improvements are made. As soon as drivers reach their targets, they can use the app to find the right and potentially most cost-effective insurance policies.





Best Practice

# MUSIC RECOGNITION SERVICE IDENTIFIES FASHION



The music identification service Shazam has been updated to include a feature called "Shazam for TV", which enables users not just to read cast biographies and trivia about TV shows, but also to access information about the clothes they wear. Shazam achieves this by working directly with TV channels. Viewers can thus record audio samples of participating shows on their smartphones to get information on specific scenes. If desired, the app can forward users to an online store where they can purchase the items they're interested in.



trendexplorer



send a trend



PPT export



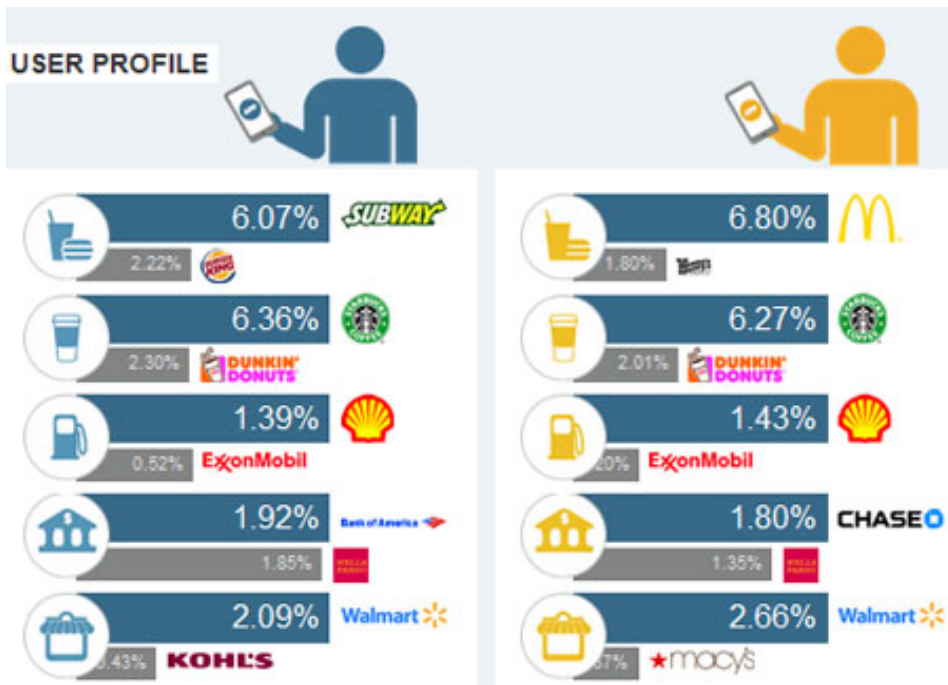
video

**SOURCE:** <http://www.shazam.com>

**INITIATOR:** Shazam Entertainment Ltd., USA

**Best Practice**

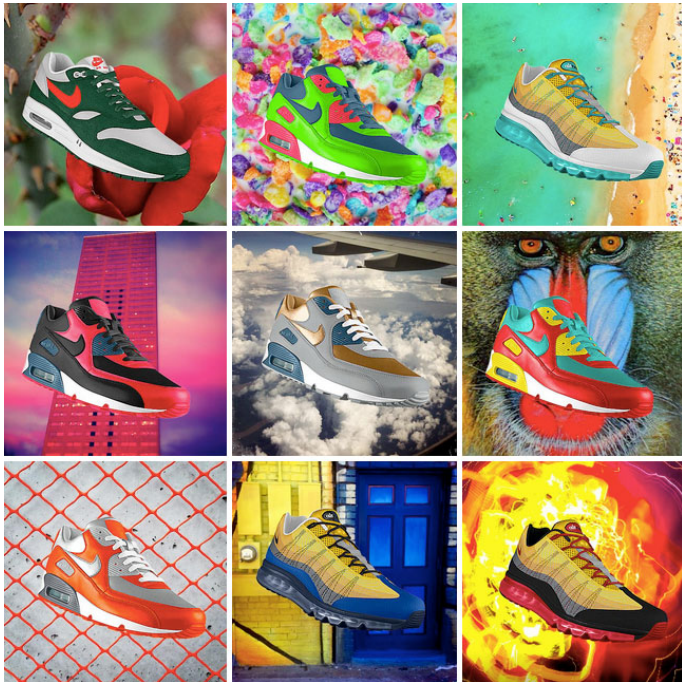
# APPS PAY FOR THEMSELVES THROUGH LOCATION DATA



The Seattle-based company Placed specialises in location-based analysis and has just launched "Placed Affiliate" to enable developers to make money from their apps even without advertising. Users of participating apps are asked to anonymously share their current location. This information is then sold for a fee to partner companies for market research purposes. Whether or not the apps pass through the program depends on the quality of the shared data, which is evaluated in both a 7-day and a 30-day plan. In a pilot project, as many as 30 million locations were measured.

## Best Practice

# NIKE SHOES ADAPT TO INSTAGRAM PICTURES



Nike has teamed up with Instagram to create an HTML5 app called "Nike PhotoiD". Users of the app can interactively configure their future Air Max shoes by selecting a photo from their own Instagram profile, whereupon "Nike PhotoiD" applies colours from the image to the shoes. The colours on offer are the same as in the previously available "NIKEiD" design service. The personalised shoes can be ordered from the online store and shared on social networks and, of course, on Instagram.



trendexplorer



send a trend



PPT export



video

**SOURCE:** <http://photoid.nike.com>

**INITIATOR:** Nike Inc., USA



## Best Practice

# ADVERTS IN TUMBLR MICROBLOGS



Users of the photo blog platform Tumblr will soon have mobile advertisements inserted into their updates, and they will largely look like normal posts. Users of smartphone apps will first see up to four spots per day, and the ads will also be displayed on PCs shortly afterwards. Participating partners are obliged to design their content in high optical quality, as simple ads are not required. Parts of film trailers can be seen as GIF animations, while General Electric's first ad features an animated GIF of a jet engine.



trendexplorer



send a trend



PPT export

**SOURCE:** <http://staff.tumblr.com>

**INITIATOR:** Tumblr Inc., USA

## Order Form

**MLOVE Mobile Trend Report**  
*offers you 40 pages featuring:*

**35 Micro-Trends** – mobile sector and cross-industry

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**For questions please contact [trendreport@mlove.com](mailto:trendreport@mlove.com)**

**“The MLOVE ConFestival cemented its reputation as a ‘TED for Mobile’ by spoiling attendees with three days of inspirational talks and workshops”**

∞

**Contagious Magazine**

**Passion. Inspiration. Future of Mobile.**

The MLOVE ConFestival focuses on innovative mobile opportunities for brands, start-ups and agencies – and the impact of mobile as a social catalyst for positive change. CEOs, innovators and entrepreneurs share, learn and cross-pollinate ideas with scientists, artists and international thought leaders.

[mlove.com](http://mlove.com)