



# MLOVE Mobile Trend Report.

powered by TrendONE

**PREVIEW**

# 06

2013

**Push Store**  
RENNER

THE FIRST AND ONLY FACEBOOK PUSH NOTIFICATION STORE.

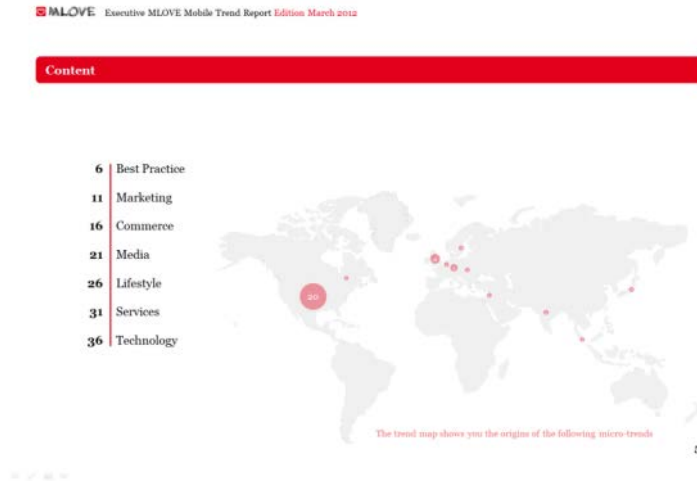
**SHOPPING BY PUSH MESSAGE**

**WI-FI BALLOON BRINGS SHOPPING COUPONS**

**NIKE TOWN**  
ON-STREET MODE  
THE HIGHBEANS  
87  
95  
WHAT WE PLEASE SAYING

**IN-STORE RECOMMENDATIONS TO SMARTPHONES**

## 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

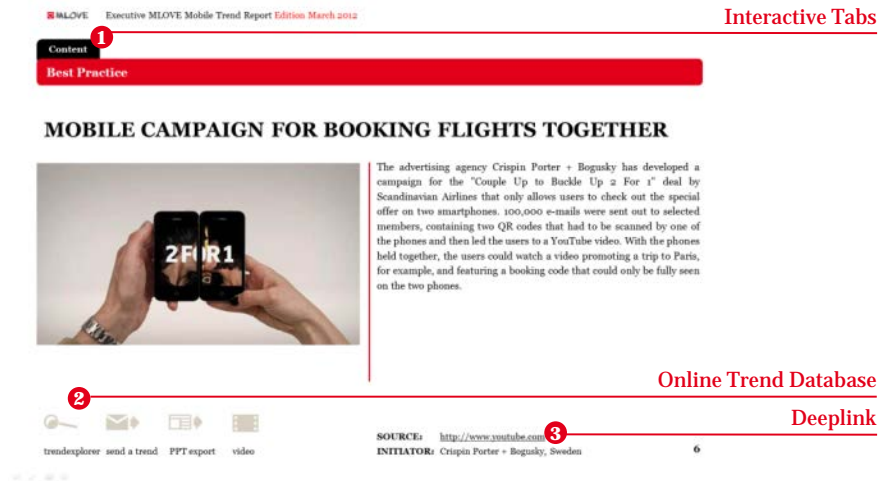
Call up more images related to this micro-trend.

#### 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

## WI-FI BALLOON BRINGS SHOPPING COUPONS



The South Korean retail chain E-Mart has sent remote-controlled helium balloons out into the streets and shopping centres, enabling customers to connect to the Wi-Fi signal and download coupons. The balloons had the same shape as the company's mascot and featured a tag for free Wi-Fi reception. When people hooked up to the signal, they were forwarded to a website offering mobile coupons and the company's own online shopping app. In the regions where this campaign was staged, the retail sales rose by 9.5% and the sales in the online shop jumped by 157%.



trendexplorer



send a trend



PPT export



video



more pictures

**SOURCE:** <http://youtu.be>

**INITIATOR:** E-Mart Company Ltd., South Korea

Best Practice

## BEER GLASS WITH FACEBOOK INTEGRATION



The beer company Budweiser is testing a beer glass in Brazil called "The Buddy Cup", which automatically makes people Facebook friends when they touch glasses. The concept is based on the idea that toasting is a sign of a new friendship. These special glasses feature a microchip integrated into the bottom with a QR code printed on it. Users first take a photo using a smartphone app and thus connect the glass to their Facebook account. The chip in the glass then registers contact with another glass and establishes the new friendship.



trendexplorer



send a trend



PPT export



video

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

**INITIATOR:** Anheuser-Busch Inc., Brazil

## Best Practice

# IPAD APP PROVIDES OVERLOOKED NEWS



The iPad app "Track180" from the start-up of the same name connects users to sites containing news articles about relatively little known topics and thereby helps publishers to generate page views. The app shows news stories compiled by a team of journalists and categorised into specific themes that also come with contextual content from a variety of sources and a tool for calculating their media influence. The main focus is on stories that have not yet been widely reported, particularly from the fields of politics, human rights and the environment.



trendexplorer



send a trend



PPT export

**SOURCE:** <http://track180.com>

**INITIATOR:** Track180 LLC, USA

Best Practice

# SHOPPING BY PUSH MESSAGE

**Push Store**  
RENNER

THE FIRST AND ONLY FACEBOOK PUSH NOTIFICATION STORE.

**Scenario**  
Renner, the largest Brazilian fashion retail chain, wanted to show consumers that it is not only during the launch of major collections that new items arrive. Something new arrives every day.

**Idea**  
And to do so, there is no place better than one women already use to see new stuff: Facebook.

**Push Store, the first and only push notification store in the world. Entering this store is very easy: simply access the Push Store tab on the Renner profile, click to install on your Facebook bar and it's done: whenever a launch arrives on the Renner online store, Push Store notifies you.**

So, those who love new arrivals can buy online before everyone else.

**Results**  
Thousands of women added the store to their Facebook accounts.

All the products sent by push notification sold out in an average time of 2 hours.

And the best part: the Renner Push Store created a new way of purchasing online. After all, why wait until the next collection, right?

Product listings shown: Ankle Boot Salinato, Bolsa Militar com Spikes.

3YZ has created the "Push Store" for Lojas Renner, Brazil's biggest clothing manufacturer. It sends users a push message every time a new article comes in. The company wishes to draw attention to the fact that it receives new items every day and not just at the beginning of the season. Users visit the "Push Store" tab on the manufacturer's Facebook page and add it to their profile. This allows them to buy items before they are out of stock - which, after the launch, occurred on average after two hours.



trendexplorer



send a trend



PPT export



video

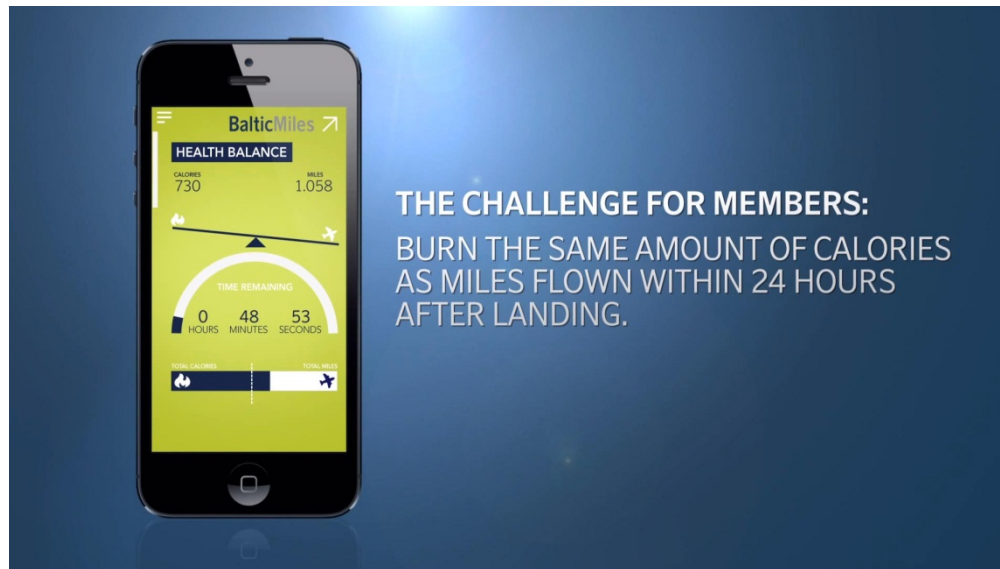
**SOURCE:** <https://www.facebook.com>

**INITIATOR:** Lojas Renner S.A., Brazil



## Best Practice

# BURNING AIR MILES AS CALORIES



The BalticMiles loyalty programme rewards air travellers who burn the calorie count equal to the air miles of their last flight through sport within 24 hours after landing. The app "Burn the Miles" connects users' miles accounts with sports trackers such as Nike+, which are worn in shoes and armbands to measure the calories burnt. The app displays the current ratio between the miles of the last flight and the burnt calories, as well as the time remaining to burn the remainder. If users are successful, they can share the time and calorie amount on social networks.



trendexplorer



send a trend



PPT export



video



more pictures

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

**INITIATOR:** SIA Baltic Miles, Latvia

## Order Form

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

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

**You can order the MLOVE Mobile Trend Report**  
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<http://go.trendone.com/MLOVE>

**For an annual subscription (12 issues, 2.900 Euro per year)**  
please contact Peter von Aspern, [v.aspern@trendone.com](mailto:v.aspern@trendone.com)

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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)