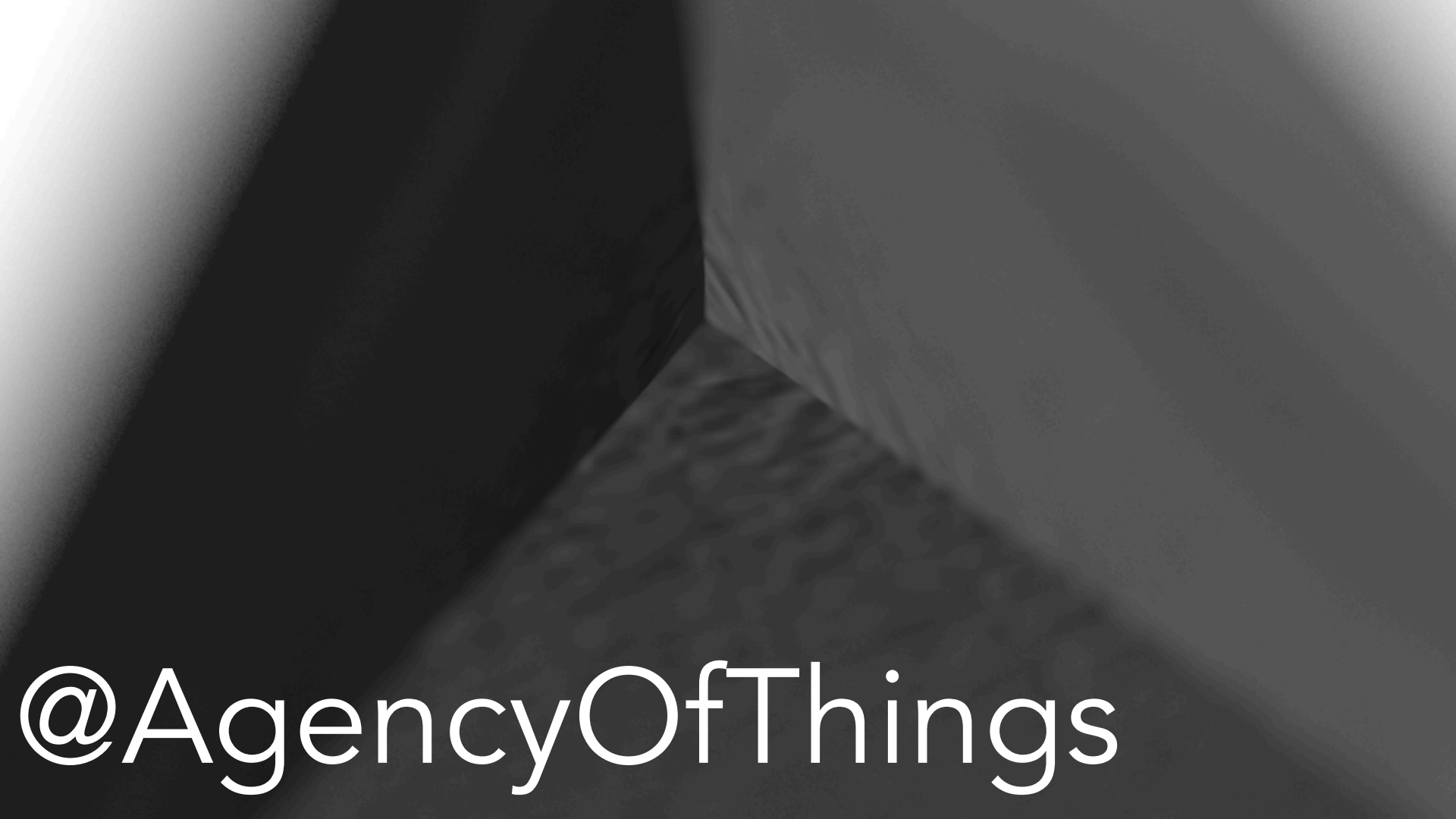
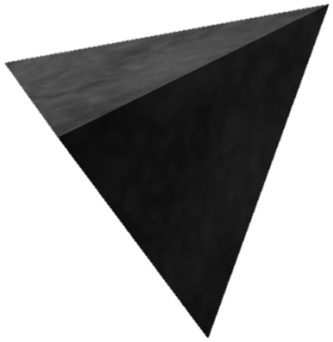

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strategy / creative / prototype / pilot / scale

ABSOLUT.

Beiersdorf

Pernod Ricard

Unilever

P&G

Spotify

1. Introduce the wider IoT context

2. Brand Messaging -> Brand Behaviour

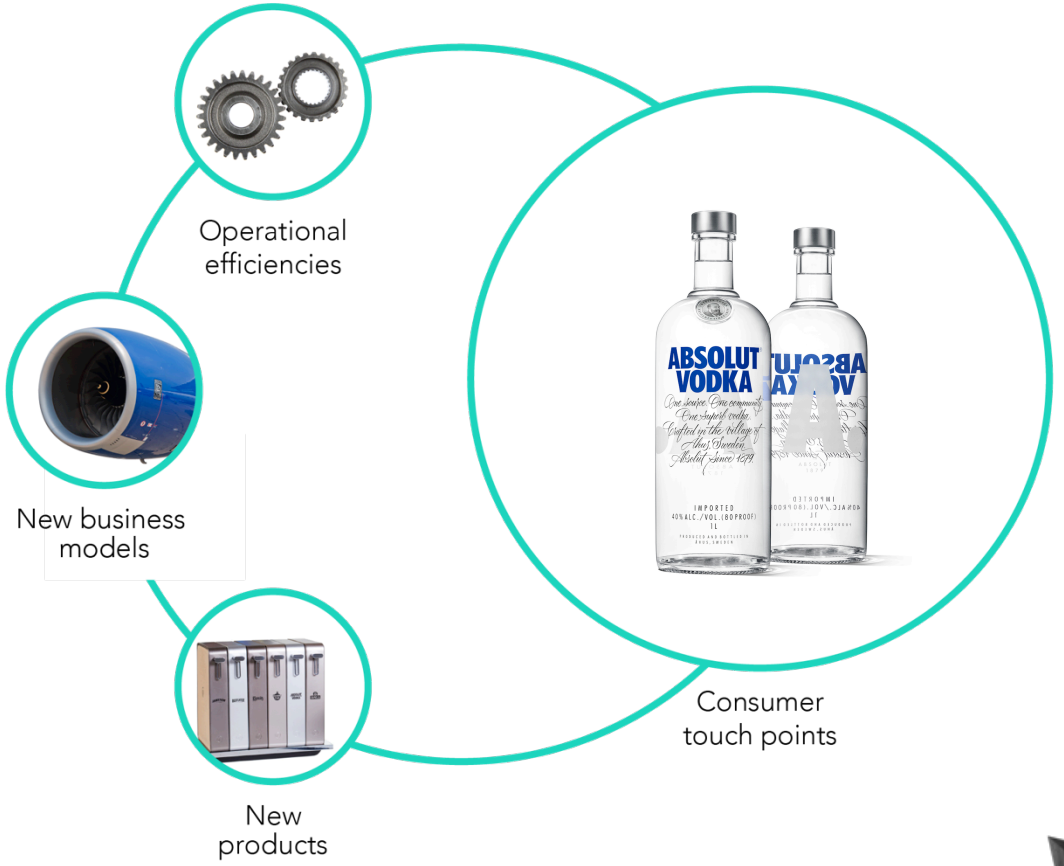
3. Share a ‘user first’ design process for IoT programs



It’s not just a f***ing fridge ordering milk...



The IoT = Every Thing Connected





communication
digital



content
social/mobile



context
iot







communication
digital

content
social/mobile

context
iot

agency●com

we are social



SharpEnd
The agency of things™





Because I've known you all my life.

Because a red Rudge bicycle once made me the happiest boy on the street.

Because you let me play cricket on the lawn.

Because you used to dance in the kitchen with a tea-towel round your waist.

Because your cheque book was always busy on my behalf.

Because our house was always full of books and laughter.

Because of countless Saturday mornings you gave up to watch a small boy play rugby.

Because you never expected too much of me or let me get away with too little.

Because of all the nights you sat working at your desk while I lay sleeping in my bed.

Because you never embarrassed me by talking about the birds and the bees.

Because I know there's a faded newspaper clipping in your wallet about my scholarship.

Because you always made me polish the heels of my shoes as brightly as the toes.

Because you've remembered my birthday 38 times out of 38.

Because you still hug me when we meet.

Because you still buy my mother flowers.

Because you've more than your fair share of grey hairs and I know who helped put them there.

Because you're a marvellous grandfather.

Because you made my wife feel one of the family.

Because you wanted to go to McDonalds the last time I bought you lunch.

Because you've always been there when I've needed you.

Because you let me make my own mistakes and never once said "I told you so."

Because you still pretend you only need glasses for reading.

Because I don't say thank you as often as I should.

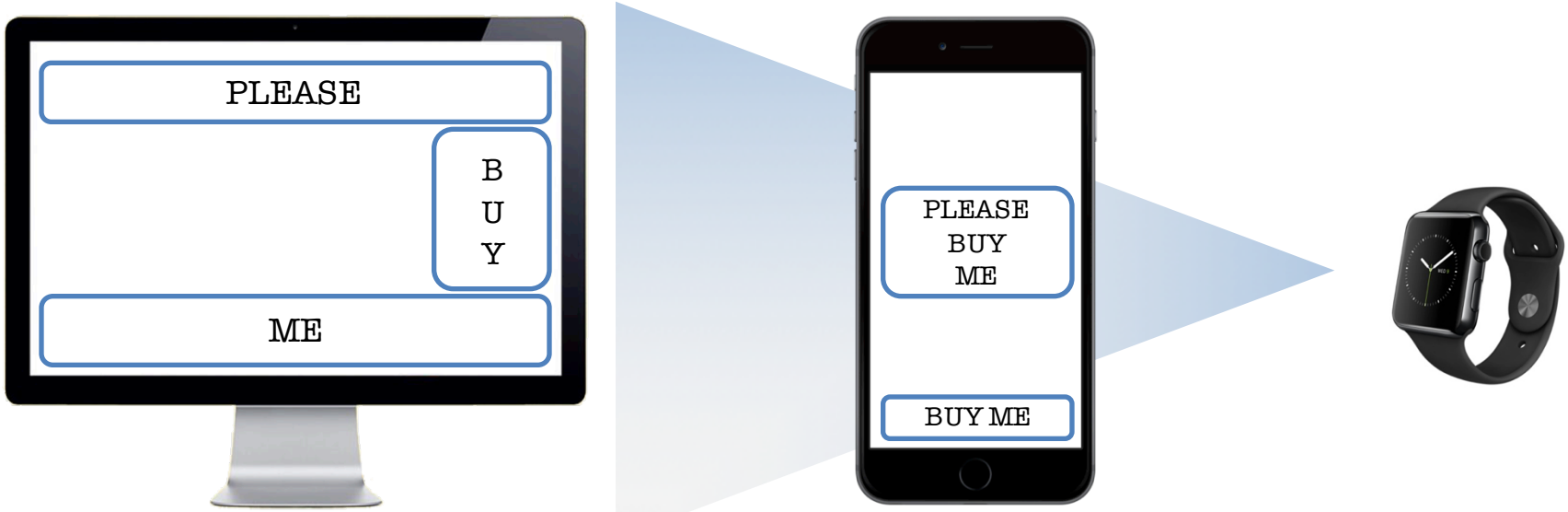
Because it's Father's Day.

Because if you don't deserve Chivas Regal, who does?


PLEASE
B
U
Y
ME


PLEASE
B
U
Y
ME
BUY ME


PLEASE
B
U
Y
ME
PLEASE
BUY
ME
BUY ME


PLEASE
B
U
Y
ME
PLEASE
BUY
ME
BUY ME


amazon







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"Would you like Persil? Or shall I get something cheaper to you in 1 hour?"



+ The IoT

New products

New services

New experiences

Insights and revenue



WHAT

WHERE

Home



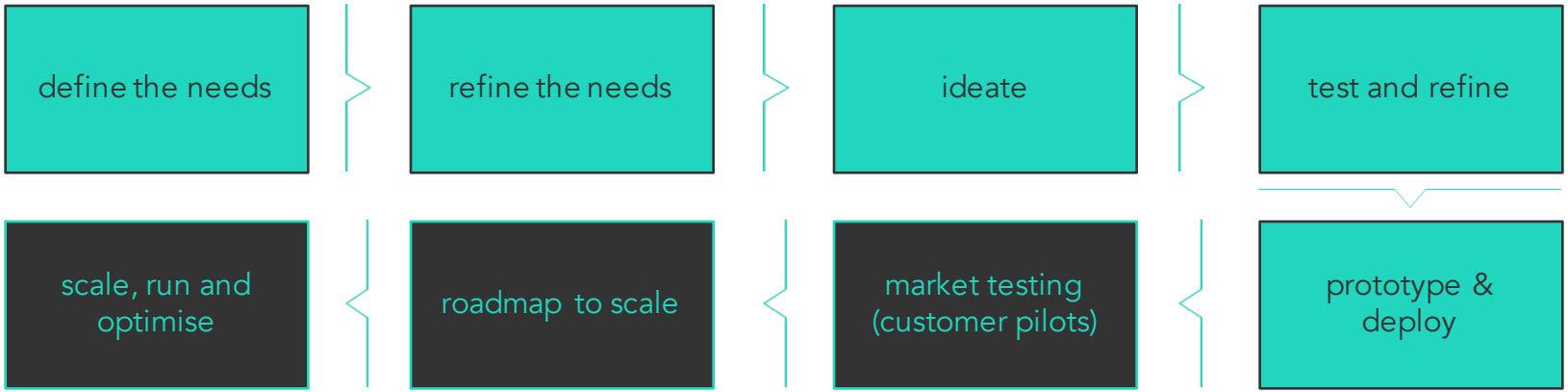
Bars



Stores / Brand Homes




‘user first’
design process

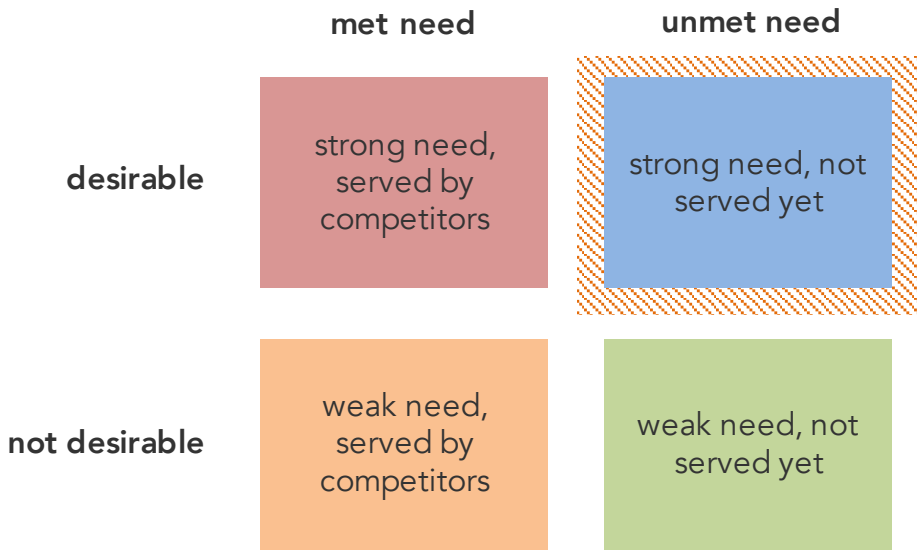

define the needs
refine the needs
ideate
test and refine
prototype & deploy
market testing (customer pilots)
roadmap to scale
scale, run and optimise

define the needs | refine the needs | ideate | test and refine | prototype & deploy

situation	motivation	goal
when _____	**i want to** _____	**so I can** _____

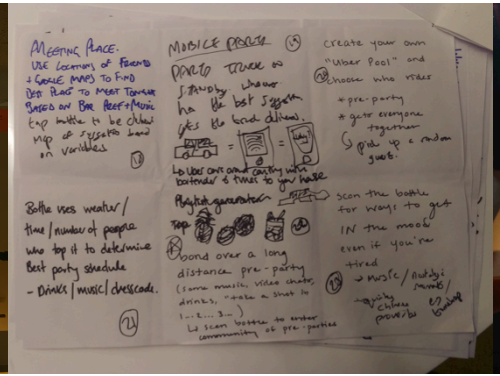


define the needs | refine the needs | ideate | test and refine | prototype & deploy



define the needs | refine the needs | **ideate** | test and refine | prototype & deploy



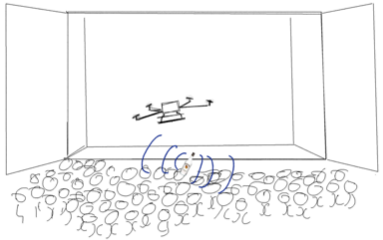


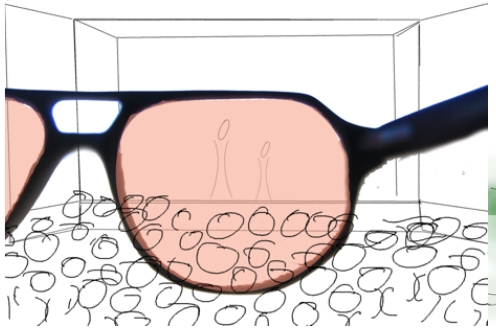


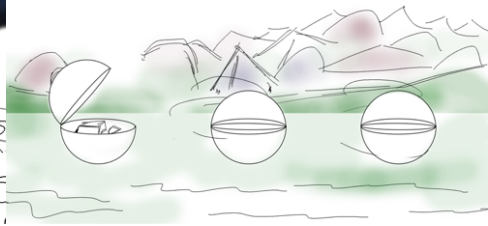


define the needs | refine the needs | ideate | **test and refine** | prototype & deploy

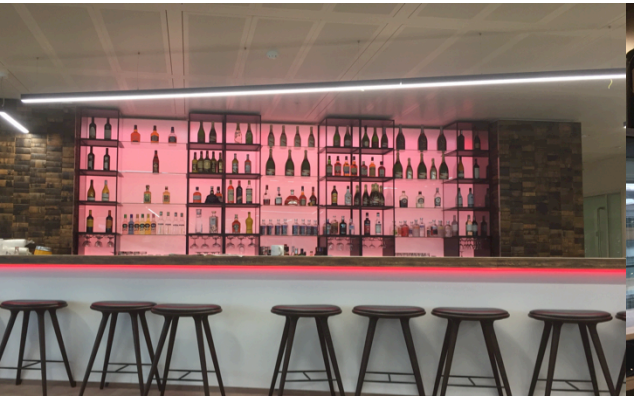




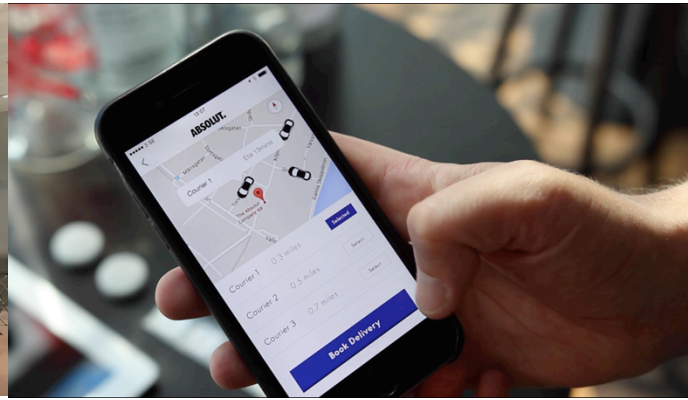




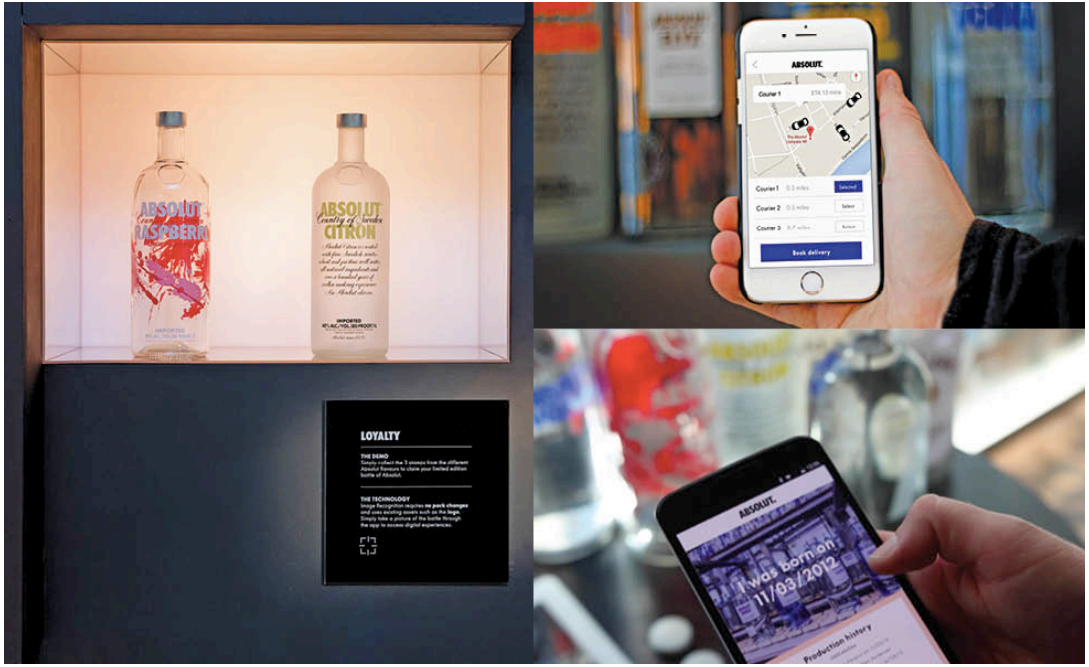
define the needs | refine the needs | ideate | test and refine | prototype & deploy







define the needs | refine the needs | ideate | test and refine | prototype & deploy



define the needs | refine the needs | ideate | test and refine | prototype & deploy



define the needs | refine the needs | ideate | test and refine | prototype & deploy

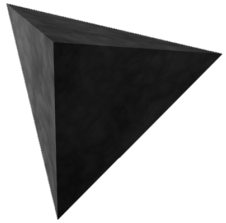


define the needs | refine the needs | ideate | test and refine | prototype & deploy



1. User first, technology last - KFC
2. Think ‘beyond the screen’ - zeroUI
3. The real world is the next platform - context
4. Find the right ‘test and learn’ process - keep it





thanks

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cameron@sharpendagency.com

SharpEnd

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