

## Hey Stipple, click this!

In a world where celebrities are walking advertisements for the brands they wear, the paparazzi now function as the newest form of ad agency – with the help of our good friend the intra-web, of course. Now as you browse your favourite celeb pics of Ms. Kardashian or Mr. Franco, brands are able to tag pieces of clothing, and accessories through the use of Stipple. Users can then click on the tags to identify the brand, get a little info, see what it costs and buy, buy, buy.

### Impact on your business?

Bye, bye, bye to online storefronts functioning as the single or even most predominant method for web shopaholics to get their fix. Online retailers will need to change their marketing strategies to include an approach where potential shoppers discover their goods. And providing some free relaxed-fit-denim or oversized beach bags to the pale folks in the latest vampire flick probably won't hurt either.

### If Princess Kate has it, I want it.

## What's black and white and dead all over?



Rest in peace, sweet QRC – your time in this world was far too short. Or was it? QR codes have actually been around since 1994 and although they have been very popular with cell phone users in Asia, the North American contingent never really quite caught on. Google recently announced its discontinued support for QRCs in Google Places, but only to be replaced by NFC. Near Field Communication (not Near Fried Chicken) will allow cell phone users to more easily exchange information, make credit card payments, check transit schedules and feed the elderly by simply tapping in. Literally.

### Impact on your business?

NFC allows for a much broader audience because unlike QRCs, it does not require users to have Smart Phones. So, as long as cell phone user's mobiles don't resemble that of a Zack Morris phone, interaction will be wider spread and easy-peasy, NFCeasy.

### Relax, and get tapped.

## There's saving in numbers.



The Groupon phenomenon continues with a recent partnership with Consumer Packaging Good brand General Mills. Nifty, thrifty folks (outside of those in San Fran and Minneapolis who have already had their first taste) will soon be able to save a buck on groceries by bypassing retailers with the help of Groupon. Just imagine: the Pillsbury Dough Boy could be showing up right at your door for less than what he costs at your local grocery store and just as excited to be poked in the stomach.

### Impact on your business?

Power begins to shift from retailers back into the hands of brands passing the savings onto consumers. Retailers will need to adjust accordingly to stay competitive which will in turn pass on more savings to guess who – yep, consumers.

### Have a little help with your online friends.

Join the conversation @ <http://digital.loweroche.com>

