

Roller

# MONTHLY ROUND-UP

The Roller monthly  
round-up of digital news

**MARCH**  
2018

0115 123 456

INFO@ROLLERAGENCY.CO.UK

# SOCIAL MEDIA

1

Snap introduced Explore on Snap Map; a tour as to what's happening on your Snap Map

2

Instagram introduced 'Shopping', providing an immersive storefront at the click of a button

3

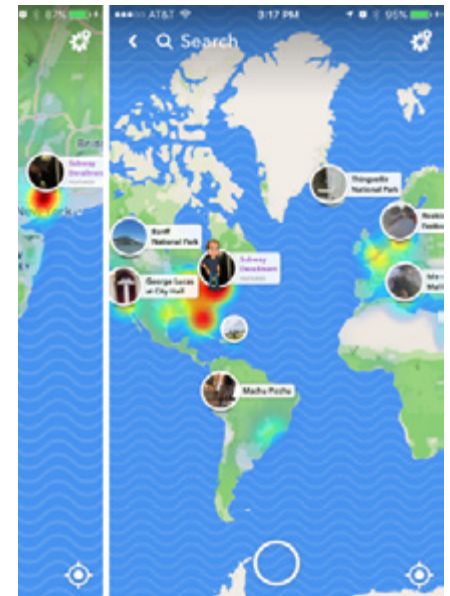
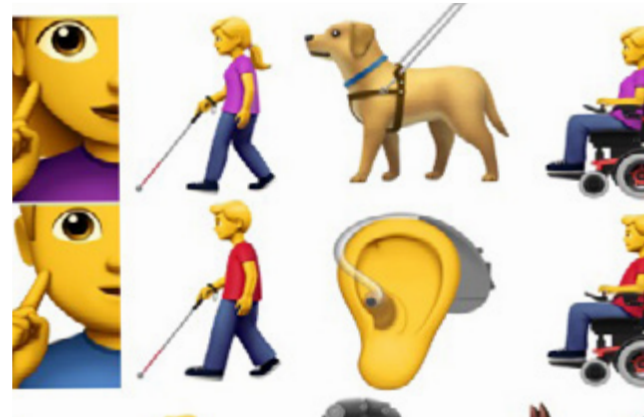
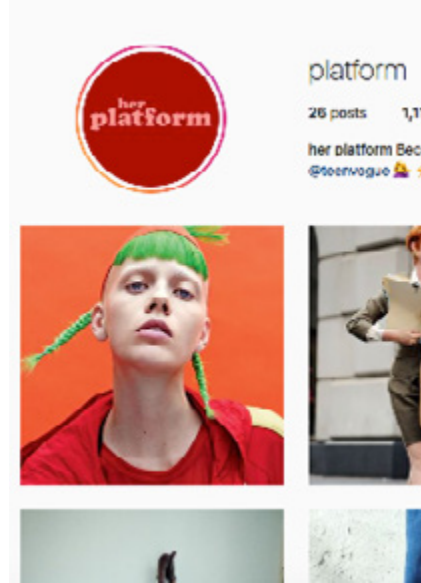
Teen Vogue launch a user-generated account; Her Platform. An account for all girls that 'love sneakers and style'

4

Apple announced proposed plans to release 13 new accessibility focussed emojis, making a positive step forward for inclusivity

5

WhatsApp started rolling out QR code payments on Android



# BRAND ACTIVATION & POP-UPS



1

Dior Homme appoints Kim Jones as its new artistic director

2

Hamilton Shirts is set to introduce a women's collection for the first time in its 135- year history

3

Bergdorf Goodman featured Iris Apfel with an in-store pop-up shop and a themed store window

4

Google Mini Donut Shop pop-up tour comes to London, giving londoners the chance to win a Google Mini Home

5

Lindt and Dufry teamed up for their annual affiliated Easter activation at Zurich Airport

# TECHNOLOGY

1

Huawei release a new phone with 3 separate cameras on the back

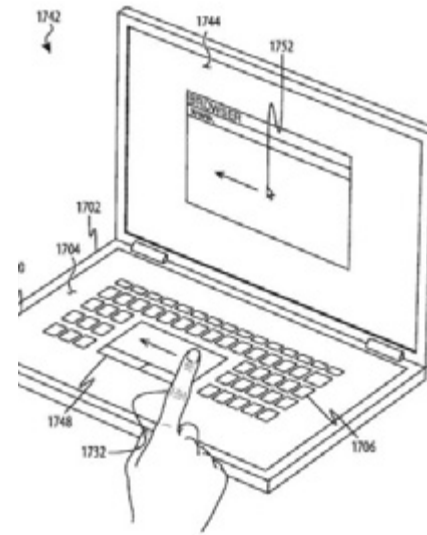


2

Apple launch their cheapest iPad, specifically aimed at schools

3

Apple's patent for touch screen Macbook keyboard gives a glimpse into the future of laptops



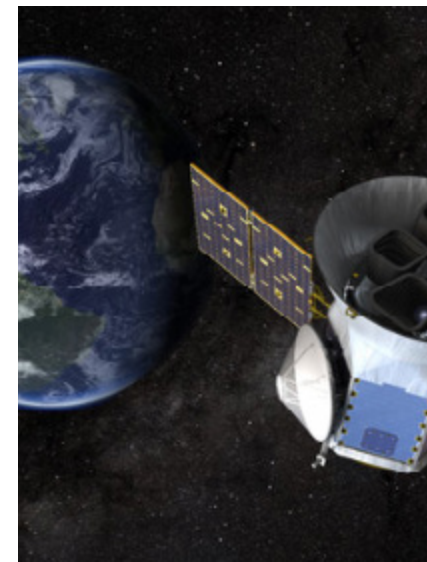
4

The National Gallery of Prague launched 'Touching Masterpieces', a campaign using VR to introduce the blind to iconic sculptures



5

NASA is set to launch a new planet-hunter; TESS



6

Ikea promoted new AR android app launch with a YouTube mini series



# CAMPAIGNS



1

Havas New York CCO, Harry Bernstein, gives out his number, urging aspiring advert professionals to contact him directly for a chance at a summer internship

2

Dunkin' Donuts launched limited edition branded running shoes in honor of the Boston Marathon

3

Project 84 was launched in the UK, with an aim to increase conversation and reduce stigma about the issue to mental health and suicide

4

Alzheimer's Research release their #ShareTheOrange campaign to raise funds for research by putting the record straight

5

Alexander Wang's new Spring 2018 campaign features big names but no faces, forging the traditional route of models wearing new collections

# STATISTICS & SURVEYS

1

Facebook shares drop by nearly 5% following Cambridge Analytic data scandal

2

Qantas operated the first non-stop flight between Australia and UK; a 9,000 mile journey in just over 17 hours

3

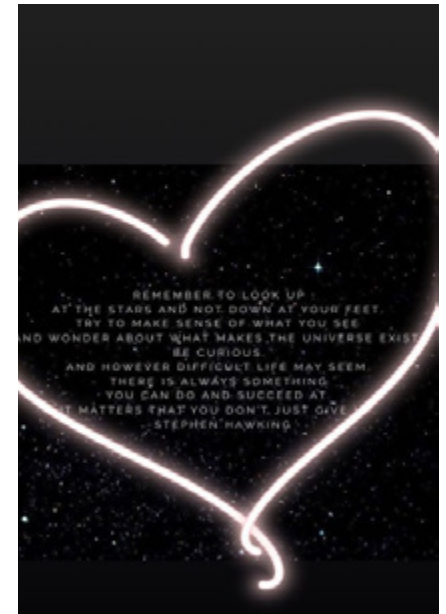
54.8% of 18-24 years olds are more likely to trust influencer posts than 25-34 year olds

4

Amazon snaps up Bake Off sponsorship in biggest UK TV deal

5

Professor Stephen Hawking died aged 76





**WANT TO  
SEE NEXT  
MONTHS?**

**R**

**SIGN UP TO OUR INSIGHTS\***

**<http://trends.rolleragency.co.uk>**

**AND NEVER MISS  
A DOWNLOAD AGAIN!**

\*Contact details will not be passed onto third party services



**WANT TO WORK WITH  
US? GET IN TOUCH!**

---

0115 947 5337

[info@rolleragency.co.uk](mailto:info@rolleragency.co.uk)

[www.rolleragency.co.uk](http://www.rolleragency.co.uk)

