



Roller

MONTHLY ROUND-UP

The Roller monthly
round-up of digital news

May
2018

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SOCIAL MEDIA

1

Instagram are set to launch 'mute' and 'all caught up' features

2

Tinder has announced a new service; Tinder Places, which helps users find people in places where you normally hang out.

3

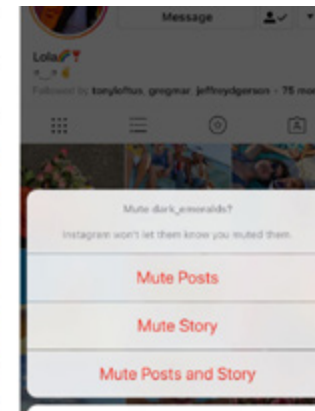
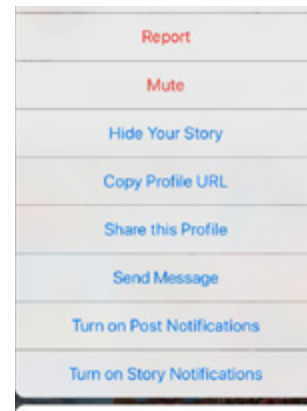
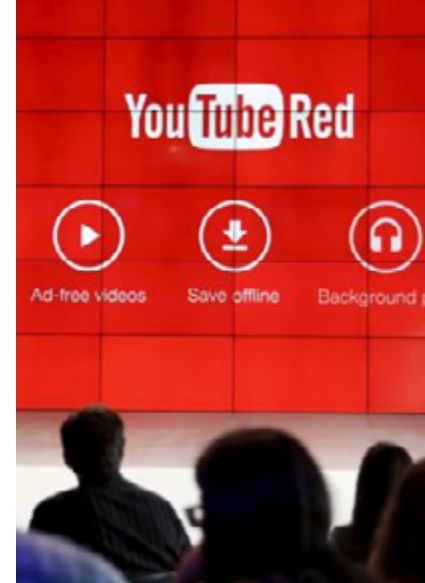
Papua New Guinea bans Facebook for a month

4

YouTube launched a new music streaming service

5

UAE set to introduce a new influencer licensing law, costing £3000



BRAND ACTIVATION & POP-UPS



1

Amazon delivered a giant box to LA to promote the new Jurassic World film, and Alexa will tell you what's inside

2

Patron Tequila starts touring America with a series of pop-ups to serve Americans with bespoke cocktails

3

Barclaycard are on the hunt for a new creative agency after a decade with Iris

4

Asics rediscover the power of mindfulness in new campaign

5

Google took over 4 US cities with its mini-golf experience

TECHNOLOGY

1

Adobe is set to acquire magento for \$1.68B



2

Porsche have started using AR glasses to fix car repairs



3

Uber open a new €20m research centre in Paris to develop flying taxis

4

Schweppes creates touch sensitive dress to highlight female harassment in nightclubs

5

A Google-owned firm is building a digital city, built from 'the internet up'



CAMPAIGNS



1

J2O release new advert featuring a cockney alpaca named Mojo, encouraging people to 'find your mojo' this summer

2

Tic Tac debuts new character Mr Tic Tac, its first TV advert in 5 years

3

Pilgrim Choice Cheese are set to release a new £2.5M 'Cheese of Dreams' campaign

4

Burger King set to celebrate National Donut Day with a whopper donut

5

Ikea UAE turns print ad into sleeping aid

STATISTICS & SURVEYS

1

Adidas is ranked the most visible brand on Twitter and Instagram, followed by Nike and Adidas

2

66% of consumers begin their online search on Amazon or Google

3

Worldwide, there are over 2.2 billion monthly active Facebook users fir Q1 2018

4

63% of consumers prefer to purchase big-ticket items like electronics or furniture in-store instead of online

5

5 new Facebook profiles are created every second

6

60% of consumers have never purchased a product promoted be a social influencer





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