



no apples

100 OTHER TOP INNOVATORS
CURATED BY **CREAM**

preview

ABOUT THE BOOK

As home to the world's best marcomms innovation, Cream is well placed to curate a book of the top 100 innovators.

'No Apples: 100 Other Top Innovators' is a beautifully-designed hard-backed book featuring profiles of the most innovative companies from the last 12 months. Combining stunning imagery with in-depth interviews with key players at companies including Intel, Nike, Fiat, Spotify, ASICS, VW and Kodak, the book is designed to celebrate and inspire.

The one hundred companies contained within the book, dubbed 'The Cream 100', include brands, agencies, consultancies, technologists, charities and funding bodies – all committed to embracing new challenges and uncharted territory.

The companies featured are from any geographic region, big or small, companies who are constantly evolving and not only survived the recession, but rose above it. Companies that aren't Apple, hence the name 'No Apples'.



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Innovation doesn't always start with a lower case i

You will not find Apple in Cream's book of innovators. That is not to say that Cream hates Apple. Nor do we believe that Apple is not an innovator, because it patently is. However, Apple is not the only innovator out there. Every day we see revolutionary business models, new challenger brands, technologists and pioneers all rising from a bleak economic backdrop.

The subject reflects the core values of the Cream brand, which provides thousands of world-class examples of media, marketing and innovation to clients that want to share knowledge and drive best practice.

When we set about seeking submissions for this book, it wasn't a huge surprise to see that a lot of people agreed that Apple is an innovator. This is good for Apple, but not so good if you are trying to create a book of 100 innovators. As a result we had to specify that people 'didn't just nominate Apple' in our nominations requests, hence why we've called the book *No Apples*.

To qualify for The Cream 100, they had to have in the last 12 months either:

- Launched a new, innovative product or business model, or
- Transformed a business / repositioned a brand, or
- Come up with outstanding ideas for a range of clients, or
- Developed a new technology that has changed the marketing landscape, or
- Innovated to make a process or product more sustainable, or
- Challenged the 'norm' in their geographic region or market sector

The Cream 100 includes brands, agencies, consultancies, technologists, charities and funding bodies. Some have been nominated for several different projects and others for a single, inspired idea. All are committed to embracing new challenges and uncharted territory without dawdling.

Olivia Solon
Editor, Cream





Game changers

Dispensing with old business models

If marketing strategies of the 20th century were based on the “razor and blades” model of King Camp Gillette, then the Cream 100 game changers are the new kings of 21st century marketing. Innovations in distribution, remuneration models, sales strategies and business practices are all represented here, in a cross-section of industry sectors.

- ⇨ Erasmus Partners
- ⇨ Ag8
- ⇨ Time Inc
- ⇨ Financial Times
- ⇨ Miroma
- ⇨ Alibaba.com
- ⇨ Red Cross
- ⇨ Spotify
- ⇨ Vice
- ⇨ Intel
- ⇨ Anomaly



“It’s about doing something that has not been done before. If it’s not hurting then you’re not pushing hard enough.”

- Graeme Dignan, Erasmus Partners



*"Good innovation is disruptive, and changes the rules of the game for all the players in it permanently."
- Nathan McDonald, We Are Social*



Rookies & mavericks

Squaring up to the big boys

Fresh ideas are the cornerstone of the marketing industry. Sometimes the fresh thinking comes from a new brand or agency – the new kid on the block, full of excitement and energy. In other instances, the same fresh thinking comes from a more established player, looking to rise through the ranks and take centre stage.

- ASICS
- Juan Valdez Café
- HTC
- Naked Pizza
- JimmyJane
- Atrpalo
- VNL
- We Are Social
- Li Ning
- Flip
- Katalyst Media
- Virgin Galactic



Multi-taskers

Adaptable talent

Adaptability is one of the key attributes present in all of the Cream 100 multi-taskers. These companies have demonstrated a particular affinity for continually venturing outside the traditional environments and embracing the opportunities these new world's offer.

- Philips
- IKEA
- Amazon
- Uniqlo
- Nike
- Amsterdam Worldwide
- Zara
- KFC
- Google
- Doritos
- Pedigree
- Red Bull



"Encourage an environment where failure is possible"
- Brian Elliott, Amsterdam Worldwide

*"Clients want deliverable, affordable solutions,
not just ideas that look good on a chart."*

- James Davies, Hyperspace



Technologists

Powering the digital revolution

Some of the Cream 100 technologists are blurring the lines between online and offline, while others are using new technologies to overturn established techniques. All are committed to finding innovative ways of enabling people to interact with each other and the world around them.

- ⇨ Layar
- ⇨ Ammodo
- ⇨ Smule
- ⇨ Foursquare
- ⇨ Bubble Motion
- ⇨ Underwired
- ⇨ Avatar
- ⇨ Hyperspace
- ⇨ Cisco
- ⇨ Project Natal
- ⇨ Recognizr
- ⇨ Puma



Enlightened veterans

Old brands. New tricks

The recent financial crisis claimed many historic brands as victims and forced many more to change their thinking. The Cream 100 enlightened veterans have consistently embraced new technologies, new media channels and in some cases, completely new business models. Subverting the famous proverb, these "old dogs" have learned some impressive new tricks.

➤ Old Spice

➤ Digit

➤ Hallmark

➤ BBC

➤ Hasbro

➤ Guinness

➤ Fiat

➤ Umpqua

➤ Volkswagen

➤ Lego

➤ Kodak



"The best way to create a culture of innovation is to start with the customer."

- Jeffrey Hayzlett, Kodak





Local heroes

Standing out in the home crowd

The Cream 100 local heroes are stars in their native territories that deserve global attention (and in many cases have already attracted it). The local heroes may be successfully keeping international giants at bay, developing techniques that are only possible in their market, or using their distinctive perspective to bring freshness to neighbouring territories.

- BBDO Argentina
- Tele2
- FBi Radio
- Tapsin
- Skelan
- Cow PR
- Cossette
- Happiness Brussels
- MadMedia
- DMG
- Air New Zealand
- Olialia
- Movistar

"You need to look beyond the company towards the platforms and channels that connect with people."

- Dan Mintz, DMG





*"Inertia is the enemy of innovation."
- Matt Kingdon, ?What If!*

Catalysts

Helping others to innovate

A collection of innovation agents, including hot creative shops, consultancies and funding bodies, the Cream 100 catalysts are called upon by others to help drive or facilitate their media, marketing or business innovation. Often working in the shadows, this is their time to shine.

- Jung von Matt
- ?What If!
- NESTA
- GSMA
- Web Foundation
- Tugboat
- Berg
- Resn
- Perfect Fools
- The Alchemists
- Droga5
- Naked



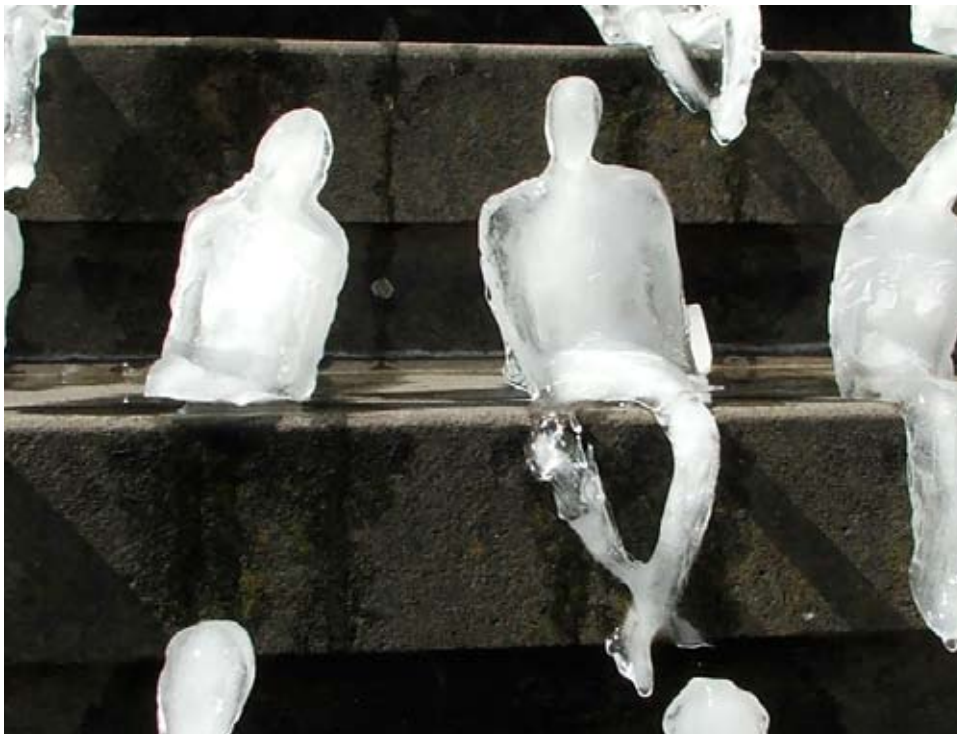
"Actions speak louder than words. You have to actively encourage and regard innovation."
- Helen Parker, O2

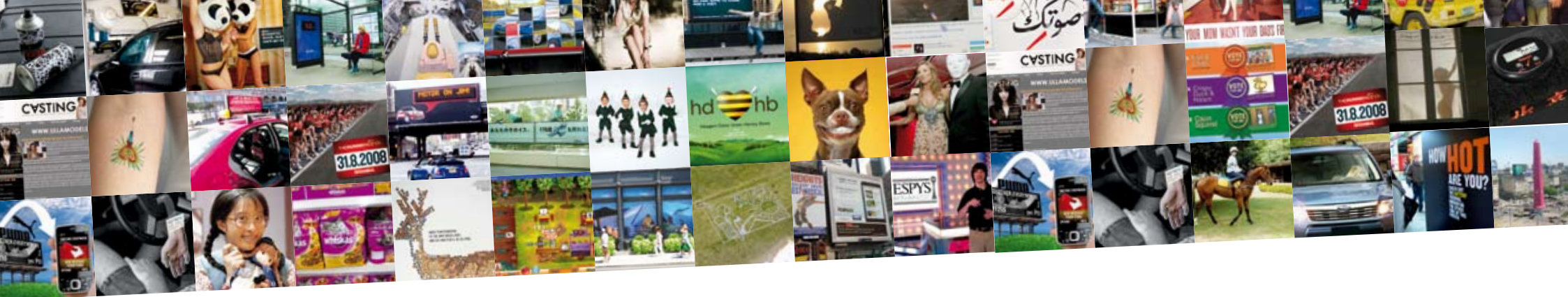
Social entrepreneurs

Making the world a greener, nicer place

We live in a crowded world of growing numbers, limited social mobility and scarce resources. As scientists and politicians debate the "hows" and the "whys" of various global issues, the real action is being taken on a corporate level. The Cream 100 social entrepreneurs are not just contributing to a good cause, but are also empowering consumers to play their part.

- Pepsi
- Hariri Foundation
- Voicebox
- Vittana
- (RED)
- Tata
- Innocent
- Curb
- Loblaw
- SABMiller
- WWF
- SHE
- Adidas
- Kenco
- O2





WHAT IS CREAM?

Cream is an online service aimed at media and marketing professionals. Home to the world's best marcomms innovations, Cream combines more than 2,500 case studies of the best brand communications along with daily news, analysis and 10 in-depth reports per year. It gives insight into how marketers from across the world have innovatively addressed their business and brand challenges. Agencies can find the perfect idea for a pitch; brands can source concepts that can be adapted for their category or see which campaigns have the best ROI, while media owners can use it as a "virtual creative solutions" department.

We are passionate about all things innovative, no matter how big or small, secret or celebrated. Innovation takes place at all levels, and our job here at Cream is to make sure that you know about the best ideas out there, which is where The Cream 100 comes in...

WHY THE CREAM 100?

The book, entitled 'No Apples: 100 Other Top Innovators', has been created to celebrate and acknowledge 100 companies nominated by their peers (within the media and marketing industries) for being exceptionally innovative over the last 12 months – in their business approach, their marketing strategy or their product development. The companies dubbed the Cream 100 include brands, agencies, consultancies, technologists, charities and funding bodies from around the world.

HOW CAN I GET A COPY OF THE BOOK?

The book costs from as little as £55 a copy (+ postage & packing), and you can customise your very own editions with your own branding, advertisement or editorial. Minimum print run for customised editions is 25. Leverage the impact of this unique book of innovators by using it as:







- PR tool for your brand or client, to send to your key contacts
- Memorable leave-behind after client pitches and meetings, to highlight and strengthen your brand's achievements
- Corporate gifts for your clients and partners who are included in the book
- A great internal marketing resource which can be shared across your network
- The perfect coffee table book for reception

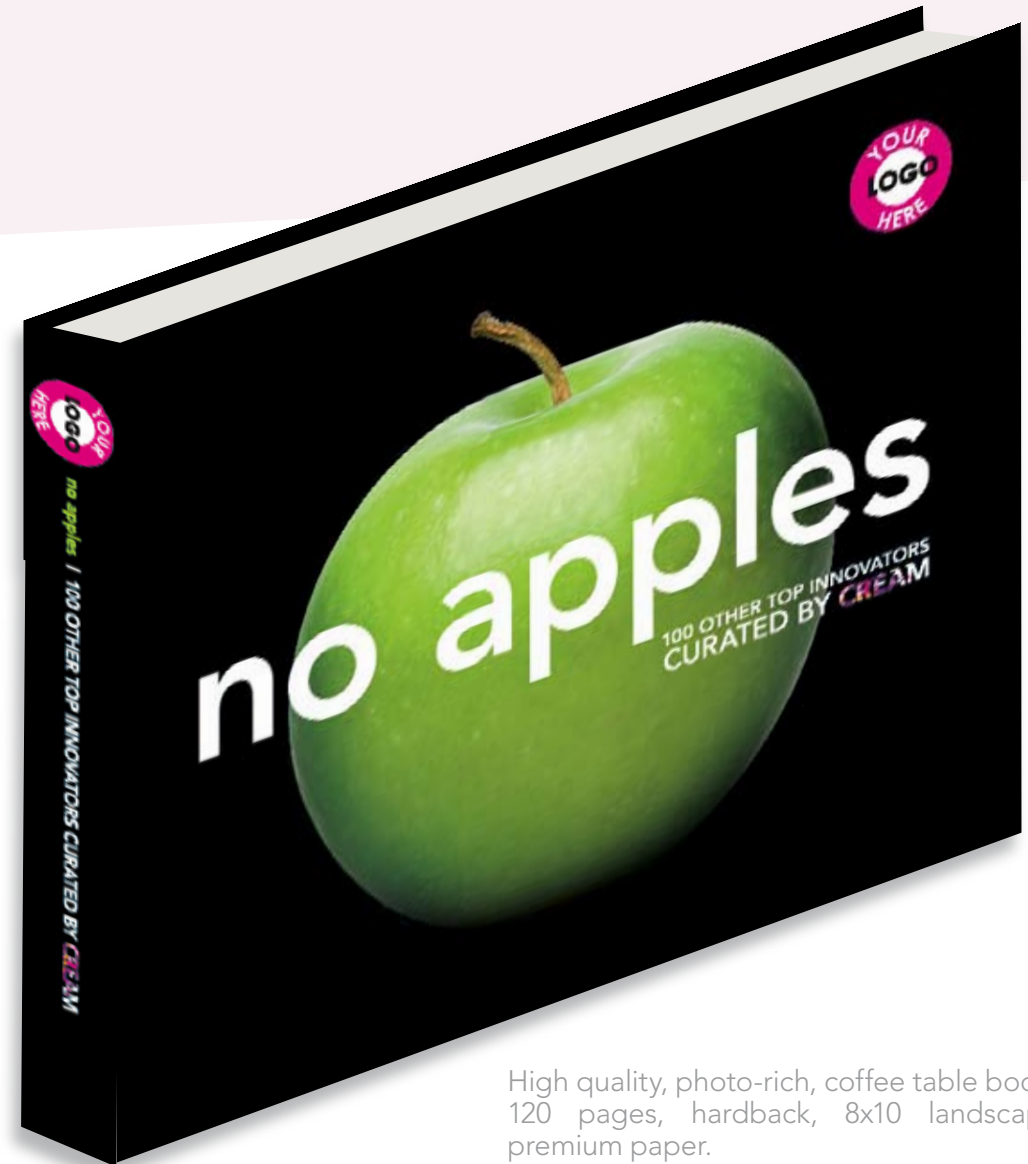
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GET YOUR OWN CUSTOMISED BOOK

Highlight your excellence in innovation.

Options for you to customise your own copies of 'No Apples: 100 Other Top Innovators' featuring the The Cream 100 include:

-  **Option 1**
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-  **Option 2**
Branding on front of book (logo) + own foreword (DPS) with page reference to own entry
-  **Option 3**
Branding on front of book (logo) + own foreword (DPS) with page reference to own entry + DPS ad (back of book)
-  **Option 4**
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CREAM

THE INNOVATION EXCHANGE

a C SQUARED² brand

about c squared

C Squared is a leading independent publisher producing brands that focus on change within the global communications industry. It is the producer of The Festival of Media, one of the world's fastest growing business events, which brings together senior leaders of the new advertising economy.

C Squared publishes Media & Marketing (M&M) magazine which, for 20 years, has been the leading trade publication tracking the globalization of the advertising industry and serving the international divisions of media companies. C Squared also runs the global online archive and new media information resource, Cream, and also houses a thriving Special Projects Division, working with clients such as Dubai Holding and the BBC.

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