

Roller

The Amazon logo is printed in a dark grey color on the side of a white, cylindrical object. The object has a dark grey, perforated top edge. The logo consists of the word "amazon" in a lowercase, sans-serif font, with a curved arrow underneath it pointing from the letter 'a' to the letter 'z'.

amazon

MONTHLY ROUND-UP

The Roller monthly
round-up of digital news

April
2018

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SOCIAL MEDIA

1

WhatsApp raises minimum age to 16 in Europe ahead of GDPR

2

BuzzFeed partners with Netflix for documentary series

3

Google announces new update for YouTube kids app to let parents control what they watch

4

Snap is set to change the operation of Snap Map in order to be GDPR compliant in Europe


5

Instagram Shopping is now available in an additional 35 countries



Instagram

Sign up to see photos and videos from your friends.

 Log In with Facebook

OR

YouTube
KIDS



BRAND ACTIVATION & POP-UPS



1

PopSugar announced plans for its first festival, PopSugar Playground, launching in June

2

Innocent released a series of new adverts for the Super Smoothie range, featuring dance performances to bring their new TV adverts to life

3

Stella McCartney teams up with Beano and Dandy for a new kids range; menacing with the fashion world

4

H&M is set to collaborate with Moschino for its next designer collection

5

Snapchat launches Spectacles V2; camera classes you can actually wear

TECHNOLOGY

1

Gmail set for 'entire rewrite' in biggest overhaul for five years

2

Amazon's Alexa can now be updated to encourage kids to say 'Please' and 'Thank you'

3

National Geographic hosted the first Instagram Live Streaming from Space

4

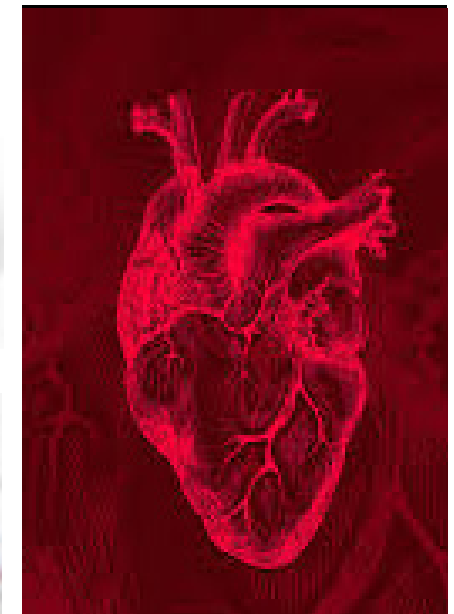
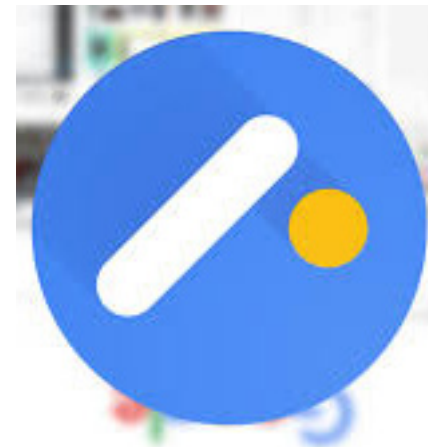
IBM introduced a blockchain in order to verify the jewellery supply chain

5

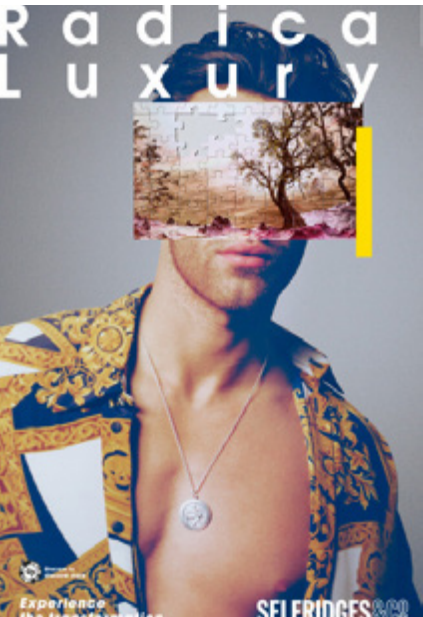
Google launch a new stand-alone to-do app; Google Tasks

6

AI that detects cardiac arrests during emergency calls will be tested across Europe this summer



CAMPAIGNS



1

KFC Hong Kong advert replaced fire and explosion with spicy fried chicken; captivating audiences from around the world

2

Ikea encourage shoppers to be a 'Maverick with Fabric' in new TV ad

3

John Lewis launch new reformed startup accelerator programme; the JLAB innovation programme

4

Puma and Fossil join forces to develop smartwatches through 2028

5

Selfridges launched its biggest and best campaign to support Radical Luxury

6

Adidas created 30,000 customised videos for those participating in the Boston Marathon

STATISTICS & SURVEYS

1

This year's London Marathon was officially the hottest on record

2

Scientists accidentally create mutant enzyme that eats plastic bottles

3

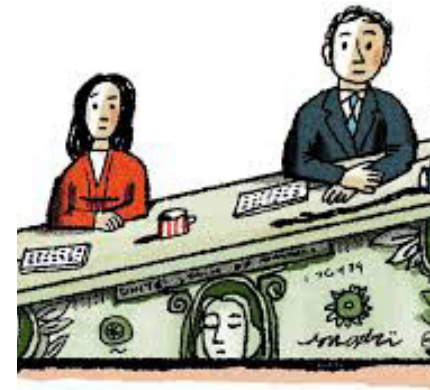
Government set aside £60m to tackle plastic waste, split into 3 pots; to tackle ocean pollution, research and waste management

4

UK temperatures top 29C in hottest April day since 1949

5

The UK Government announced that UK companies will have to publish their gender pay gap within the next year under new legal requirements





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MONTHS?**

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