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HOW CREATIVITY IS SHAPING THE FUTURE OF BRANDS

Undoubtedly, there is no better time to be a creative. It is no secret that much of a brand's success will depend on creativity and technological innovation. As such, creatives will be crucial in almost all organisations.

Creativity itself is evolving. For starters, design is no longer limited to physical realms. Apps and interfaces are becoming experiences for brands to create immersive worlds. Currently, we think of designs as interfaces, but much like the shift of focus from UI to UX, there will be a time when there will be no interfaces.

Technological trends are completely changing the way we feel things, e.g. the way we interact with brands, the way we make payments, and the way products are marketed to us. We can browse products on Instagram and make orders on the same post. About 80 percent of millennials said that they would rather pay for experiences than products.

There are important implications in this fact for brands, as loyalty is earned by actions and not words. Brands must design experiences. Consumers have beliefs about brands that lead to actions, and ultimately result in experiences. And this not one-way traffic, it is a cyclical process of beliefs, actions, and experiences.

In what follows, I will outline some of the ways brands are being creative with technology and making consumers re-imagine the whole commerce experience.

BENTLEY INSPIRATOR

With the Bentley Inspirator app you can customise your own Bentley. But what's so creative about that? The creativity lies in the way the car is customised. The app uses latest technology to read emotional responses as it guides you through an interactive film. Your responses are used to create the ideal Bentley for you.

Video: www.youtube.com/watch?v=sNQgIX_6tSA



HEINEKEN IGNITE

What could be creative about selling bottles of beer? The bottle of course. Heineken Ignite is the first interactive bottle that lights up based on the user's actions like cheering or taking a gulp. Fitted with LEDs and motion sensors, Heineken aimed to connect people in clubs while keeping their product at the centre.

Video: www.youtube.com/watch?v=Bv0SiX_yz5s

UMOOD BY UNIQLO

Clothing giant Uniqlo has a huge range of t-shirts and picking the right one for you can be exhausting. To help customers make better choices, Uniqlo came up with UMOOD, an innovation that uses neuro-technology to analyse brainwaves. In this way it can determine the current mood of

a shopper and suggest t-shirts based on that. Shopping was never this easy.

Video: vimeo.com/151343864

IKEA AR APP

This handy mobile app lets you see how a piece of furniture would look in your house before you actually order it. It gives you a virtual view of the furniture in your house. You can even move things around. Since it's AR, it makes the whole process very fun and engaging.

Video: www.youtube.com/watch?v=xCGt2eEPkPc

OPTIMEYES BY AMSCREEN

OptimEyes uses facial recognition to identify customer demographics such as age and gender. It then uses this data to display targeted ads on screens at the cash counters. Large supermarkets such as Tesco have been using OptimEyes for a few years now. At least this way you won't be shown adverts meant for the opposite sex.

Video: www.youtube.com/watch?v=_48NoJTINEE

These are just some of the ways big brands are leveraging creativity to disrupt the commercial landscape. It's clear as day that creatives will play a huge role in shaping the brand commerce for firms. With that being said, there are three takeaways for creatives: 1. Technology is part of the creative idea, not the idea itself; 2. Every touch-point in the digital ecosystem is important; 3. Moments should be made memorable, connect on an emotional level.

Inspired by Cheyney Robinson's talk at Spikes Asia 2016. Cheyney Robinson is the Chief Experience Officer at Isobar, EMEA and APAC.

SHAHRIAR SHARIF

16 crore on the table for Seedstars Dhaka winner

Seedstars World, the global seed-stage startup competition for emerging markets and fast-growing startup scenes, is returning to Dhaka on October 19. Seedstars World is travelling to over 65 countries to find the best seed-stage entrepreneurs, and give them the opportunity to win up to USD 1 million and network with investors and mentors from around the world. Seedstars Dhaka is being organised in conjunction with Digital World 2016 by BetterStories and the ICT Division. Zunaid Ahmed Palak, Hon'ble State Minister of ICT Division presided over the Meet the Press session on October 13 as Chief Guest. Also present were: Hosne Ara Begum, Managing Director, Bangladesh Hi-Tech Park Authority; Faisal Kabir, Manager (Innovation & Ecosystem), White-Board; Nick Feneck, Asian Representative, Seedstars World; Minhaz Anwar, Managing Director, BetterStories; and Shahrar Rahman, Program Lead, Seedstars World.



8 of the best seed-stage startups in Bangladesh will be chosen to pitch for the chance to attend the annual Seedstars Summit in Switzerland. The winning startup from Seedstars Dhaka will also get the chance to participate at the Regional Summit in Bangkok.

While addressing the guests, State Minister Palak said, "The startups and corporations of the West are not familiar with the needs of this region. Hence, we must make sure we are in charge of the innovation. Since our local startup system is still growing, we need more teachings from the top ecosystems. That is why we are partnering with Seedstars World. I would also like to announce that if our startups secure any funding from abroad, we will match the funding from our end."

Participants can register for the competition at: bit.do/sswdhaka. Find out more about the main event at: www.seedstarsworld.com/event/seedstars-dhaka-2016/.

7 BIG NO-NOS WHEN TRAVELLING ABROAD

After a stressful few months (or years, if you are an aspiring engineer in Bangladesh) at work or university, we all deserve a respite. When those Eid/Puja holidays suddenly turn into 9-day vacations, we don't wait for a second invitation to utilise those soon-to-be expiring visas and go out on the adventure of a lifetime! But being the confused and over-excited bunch that we are, most of us here in Bangladesh tend to overdo it. Here are 7 things, whether visiting for business or pleasure, you should avoid to make your trip more memorable.

1. DON'T TAKE YOUR HOUSE WITH YOU

You don't always have to utilise that 30kg luggage limit. All hotels provide towels, toothpaste, shower gel and other essentials, so taking your Lux soap on a world tour is not the best idea. Similarly, get a good idea about the weather and pack according to your itinerary to avoid stuffing your luggage with clothes you probably won't be needing. Keeping two extra shirts is always wise. 6 pairs of jeans, though, is not.

2. HOTELS ARE NOT THE ONLY OPTION

Initial research will always redirect us to nearby hotels which are, more often than not, beyond our budgets. We then end up booking below-par hotels for a slightly lower price. That's when sites like Airbnb come in handy. Hostels and apartments are readily available in most tourist countries and will save you a fortune! In a recent visit to Singapore, yours truly saved USD 29 per day by staying in a comfortable hostel instead of those USD 703 multi-star hotels, which add very little to your experience in the first place.

3. DON'T EAT NEAR TOURIST SITES

What's cooler than a selfie in front

of the Eiffel Tower with one of those fancy subways right? Have some mercy on your wallet and avoid this. Eateries near popular tourist sites know that you are here for one day and will probably never come back. As a result, food taste is the least of their priorities and more often than not, you will end up spending double for half the quality. If you want a real taste of the local cuisine at a reasonable price, visit restaurants near bus stops or stations.

4. DON'T BE SHY

It's time to let go of your internal

unknown country is worse than a nightmare. But accidents happen and you should be prepared. Scan crucial documents and email them to yourself. Whenever you go out of your hotel, keep a copy of your passport with you in case the local police decide to have a quick chat. Save the number of the Bangladeshi Consulate in your destination and always be alert to avoid pickpockets.

6. NEVER EXCHANGE MONEY AT THE AIRPORT

Airports have the worst possible exchange rates coupled with hefty commission charges to take advantage of you in your time in need. It is always better to exchange your money at home from local brokers. If the foreign currency isn't available here (like the Turkish lira), convert your hard earned takas into dollars or euros which are accepted by almost all tourist countries. If you still need the native currency, convert your money near tourist sites or popular shopping malls—these are strictly monitored by the local government and don't charge as much as the airports.

7. DON'T FORGET YOUR MEDICATION

Yours truly wanted to make a number 8 for this article with the heading 'Don't overeat'. But let's face it, that's not happening. If you are a light eater in Bangladesh, 6 meals a day abroad is a bare minimum. So keep those anti-diarrheal medications handy. Carry medication for colds and sunscreen if you are going near the beach and don't forget to avoid food that you are allergic to. In fact, keep anti-histamines nearby anyway. Time to dig in!

SYED SAMEEM SHAHRIYAR

Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.



When applying for a job, the one shot we get at making a great first impression is through the CV that we present. I say "present" because a CV is indeed a presentation, a presentation to sell the idea of hiring you. Keeping in mind fresh business grads/young corporates, let's find out how to construct a CV that will help you stand out from the crowd.

The first question people ask regarding CVs is the **appropriate length**. The thumb rule is to keep it within 1-2 pages max. Going beyond 2 pages will not add any value because recruiters have to go through hundreds of CVs and will not devote more than a few minutes to yours.

Some people are concerned about whether to **add a photo** or not. While the general global practice is not to, a lot of Bangladeshi companies still want one. So to be safe, it's better to have a photo when applying here. However, make sure it's a formal photo and not your Facebook profile picture (trust me; I have seen a lot of those).

While mailing addresses are unnecessary, your **contact information** should definitely include your mobile number and email ID. Make sure the email ID is a professional one, and not the one you first opened as a teenager with the name of your favourite band or superhero character. It is best to have something with your first and last name, like

John.Doe@XYZ.com. You should also include the link to your LinkedIn profile. Most recruitment happens through LinkedIn and a well-organised profile will help your cause.

A **summary** comes next. This is a 1-2 liner explaining your main strengths/qualifications. This part should be **customised** based on the position are applying for. For example, talk about being a good organiser when applying to an event management company.

For fresh grads, **educational details** should come next. List your major academic degrees, starting with the most recent. Mention your CGPA. Although it is doesn't determine skillset, it does reflect how serious you are about your responsibilities. Add your **major**, but do not list the courses you have taken unless it is specifically relevant for the position.

Work experience typically follows academic qualifications, but it can also come before for a relatively experienced professional. This should be listed chronologically, mentioning the organisation's name, your designation and duration of service. One thing most people miss here is adding the **responsibilities** of each role. It doesn't make much sense to the recruiter by knowing that you were Specialist XYZ in ABC Company.

Adding your **achievements or awards** in academic and extracurricular activities is always a plus point. However, do not simply say

that you were member of ABC Club. Instead, mention what you have learnt through that activity. Saying "Gathered event organising experience by working in ABC Club" is better than saying "was a member of ABC Club".

After this, you can mention if you have any relevant and notable **skills or qualifications**. This can be proficiency in a 3rd language or command over any useful software like SPSS. Do not discuss in detail how proficient you are in Bangla and English; or how good you are at MS Office.

Personal details like parents' name and marital status are not required in a CV. The only personal info you can add is your date of birth and nationality since these are relevant for certain jobs. Also do not clutter your CV with **references**. If you are hired, only then will the organisation ask for recommendations. Writing "reference available upon request" is not a smart move either.

You are as good as your CV to a recruiter, at least till the interview. If your CV looks smart and organised, that's how you will come across. So don't squander this opportunity to make a great head start in the job hunt. Create a winning CV and you're halfway there.

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