

I made this for you,  
and named it after you...

doPi



It's idiot proof...

© Disney: of original image acknowledged



## ... but it ain't scratchproof!

iCreate\* issue 8 asks: "Fed up with the way your nice shiny iPod attracts scratches like a car licence plate attracts flies?" and goes on to mention the iSkin accessory.

iMagine if you paid a premium for an automobile and were then expected to buy a cover because the paint finish was too fragile to cope with an everyday thing like, say, the weather?

Now in this opportunistic world, these issues are someone's main chance, and iSkin are sewing up their niche. Previously with the white iBook a gay worked out how to remove the case, clean off the

white coating with alcohol and repaint - voila! Bespoke iBooks. Which is cool in a graf-IT-i kinda way.

Another interesting feature of the iPod is the battery-life, or lack of. It's got better, and in the case of my son's iPod the instruction book actually advised the user to download updated battery software (indicating that this 40mB iPod had been made well before the manual was printed).

*\*The creative magazine for Mac users (Mac users with one brain cell set to stupid... N.B. iBought iT;-)*



But it's not all iBad...

## ... if fact you're hippest and hopppest

According to iCreate, the iPod is "Apple's biggest hit since, well, the iMac. Everyone said the iPod was too expensive but it sold like crazy and made Apple the hippest computer company on the planet\*. It also gave rise to the iTunes Music Store, putting Apple leagues ahead of its rivals in the market for (legal) downloadable music."

So IT's all good. The Music Industry Big 5 [MI-5] didn't just leave the stable door wide open, they put a big sign over the door saying 'FREE horses'.

But while Apple are making hay to feed dem horses, what about the core business? Look-up "How Do You Like 'Dem Apples?" on Google and this is what you find:

### OS X Insecure

How Do You Like 'Dem Apples?

From: myapplemenu:11/03/2003  
03:23

Say what you want about how great OS X is, but Apple dropped the ball when it found out there were vulnerabilities in its flagship operating system. It didn't release a patch when the issues became public, didn't ask the company that found the flaws, @Stake, for any time to produce a free fix, and has resorted to spin to save itself further embarrassment.

By Patrick Gray (ZDNet Australia  
via MyAppleMenu)

*\* again (as you were up until 1985)*

## Yet we've always loved dem Apples...

## As Alanis said: “Isn’t it iRonic?”

The great thing about Apple is that they had the vision to bring the personal computer to the people, in the same way Henry Ford had a dream of personal transport as liberation for everyman. But Henry didn’t try to lay the roads as well...

... before Billy Gates started to code in Earnest (a little town outside Hicksville) Apple had made a PC.

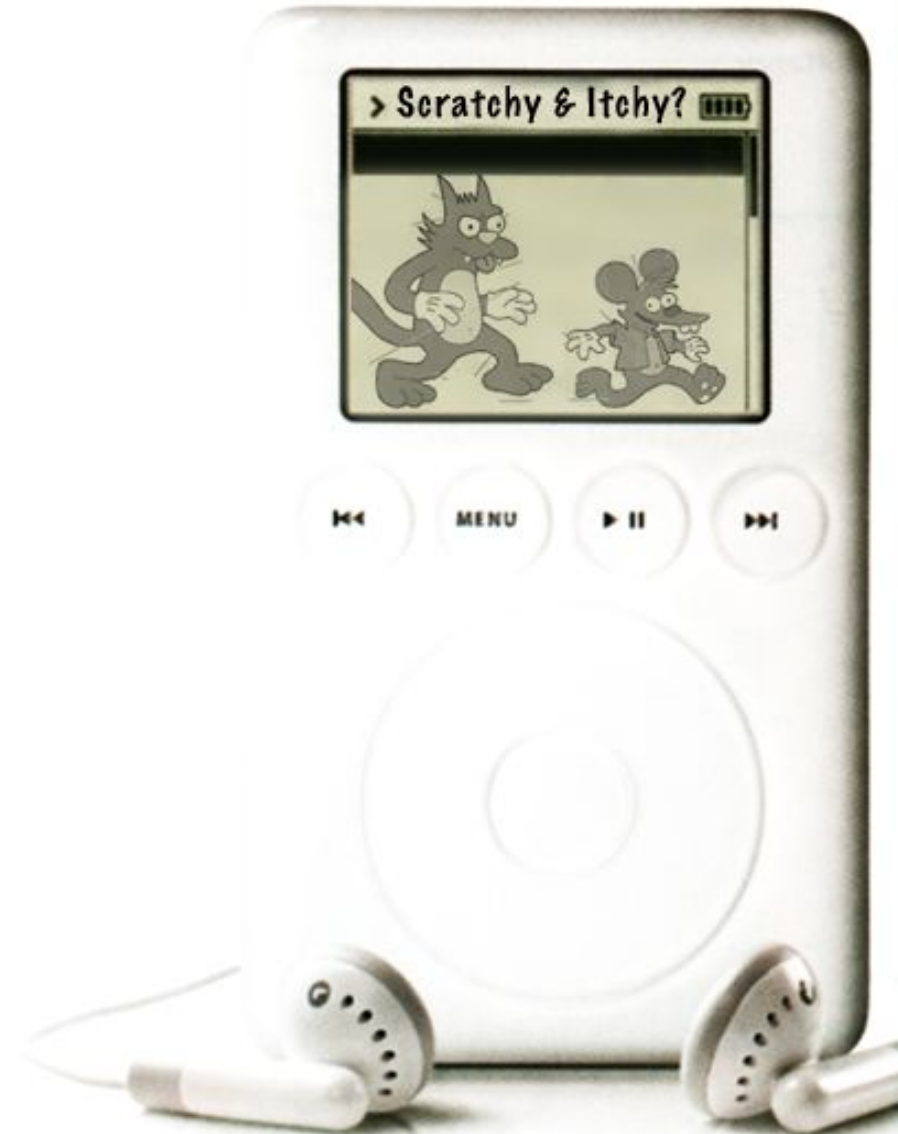
In computing software v2.0 is always anticipated as superior to its prequel, and as hardware went Apple II was much loved. Sadly Apple III like Richard the Third, gave people the hump;-)\*

What Apple ‘make’ best of all is a great iMpression; no PC-maker has managed to occupy the hearts and minds of people. Brand ownership is an iMpression and no-one does it better... †

*\*Richard III didn’t really have the Quasimodo syndrome but the theatrical stereotype has stuck.*

*† As Apple Mac Otakus we “don’t feel sad for the rest...”with thanks to © Carly Simon.*

... don’tcha think?





The word  
according to  
jackade.com

## ... or think different?

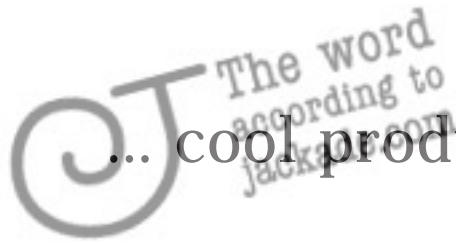
The modern con-glum-erate is full of people who are painstakingly trained in process. Each and every one of them knows exactly what they have to do, and their KPIs are writ large.

The small print seems to be where progress is confined rather than defined. So, we have thousands of people doing something with a sum total of nothing. Busy fools abound, and the computer is in part responsible. My favourite mug says "To err is human, to really screw things up you need a computer..."

Add, or subtract, the fact that pre-ENRON executives could outsource their intel to the point of abdication and you had a recipe for disaster, left on the back-burner.

But parenting a business is just like having a child and a wiser man than I confirmed the step-change thus "there is a light at the end of the tunnel, it's an oncoming train..."

*What about short-term memory of losses?*



## ... cool products don't die do they?

“Lambrete, Milan 1947. This was the setting for the launch of Ferdinando Innocenti's 123cc engine scooter. The Lambretta, named after the town of its conception, was an instant hit with the Italians. So much so that Ferdinando soon began exporting the scooter across the world. In 1951 the first Lambretta hit British shores and by 1959 the brand was outstripping sales of Vespas -- scooters that were already established in the UK. With ideal timing the 1960s arrived and with them came British mod culture. A need for rebellion took hold of the country's youth. Mods and Rockers went to war, fuelled by their opposing taste in music, clothing and lifestyles. And how better for Mods to chase Rockers than on their Lambrettas. Despite its Italian origins, the Lambretta brand had by now adopted a very English personality: the Union Jack and the scooters went hand in hand.

The Lambretta scooter is now no longer in production, but the Lambretta brand and its values live on.”\*

## Live fast, die young and leave a beautiful corpse.

You can only buy the clothing range now/new. But the Lambretta brand influences other current scooters and style beyond the scooter.

Ditto the iPod. No only are there imitators (cue Philips, right), but the pared down ethos means that there's a lot more of 'less is more'. There's more iRony in the fact that SONY, who were once so annoyed that Walkman had become the generic phrase for portable personal music, are now too busy creating their own digital player to be annoyed. Let's hope that the music offering is more catchy than the name; the NW-HD1 Network Walkman. But while the iPod has set the current record for portable music, someone out there will be next in the Walkman > iPod > Product-X evolution.

*\*Case study provided by The Brand Council. Originally published in 'Cool BrandLeaders', August 2002. The book reviews the UK's strongest cool brands as judged by the independent Brand Council Judges.*



## The Emperor's New Code

One of the things that's a bummer about being a celebrity, a successful person, or a wealthy individual\* is that no-one *really* tells you how it is. It's not in the interest of 'hanger-onners' to rock the boat and ever since Sophocles warned us about shooting the messenger† there's understandably been a scarcity of harbingers of bad news.

But everyone's wise after the event. They're all there with their 20:20 hindsight technology set to 'stunned' - stunned that no-one saw it coming.

The truth is no-one really knows anything. The Head of Digital one lead us to believe that there would be no need for more than 4-5 computers in the whole world. In digital telecomms recently the two most significant emergent services have been by-products: email to the web, and SMS to mobile telephony.

Of all the companies we associate with technological innovation Apple have earned the most plaud-ITs and also suffered from a few bad Apples e.g. the Cube. But the essence of your company 'the

Apple Juice' is still 'the same as it ever was', and personified by Steve Jobs. And let's not forget that the definition of an experiment is that there be at least one 'failure'. Edison made a lot of filaments before finding true illumination. All anyone can really do is ask the most shrewd questions, like:

What is that beautiful house?  
And you may ask yourself  
Where does that highway go?  
And you may ask yourself  
Am I right?...Am I wrong?  
And you may tell yourself  
MY GOD!...WHAT HAVE I  
DONE?;-)

*With thanks to Talking Heads...*

The best technology companies are those who continuously reinvent their product roster in engaging ways.

\* *Bummer<sup>3</sup> in your case;-)*

† *In the IT vernacular: **Shoot The Messenger** allows any Windows NT/2000/XP user to easily stop and disable the unnecessary Messenger Service running in their machines.*

## The Brewery has real opinions

# What goes around comes around

The 'evolution not revolution' cliché never applied to music - until now



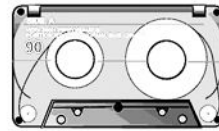
pre-rpm  
what a  
state!



78rpm



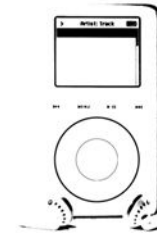
45-33rpm



20-30rpm



200-500rpm



4,200rpm

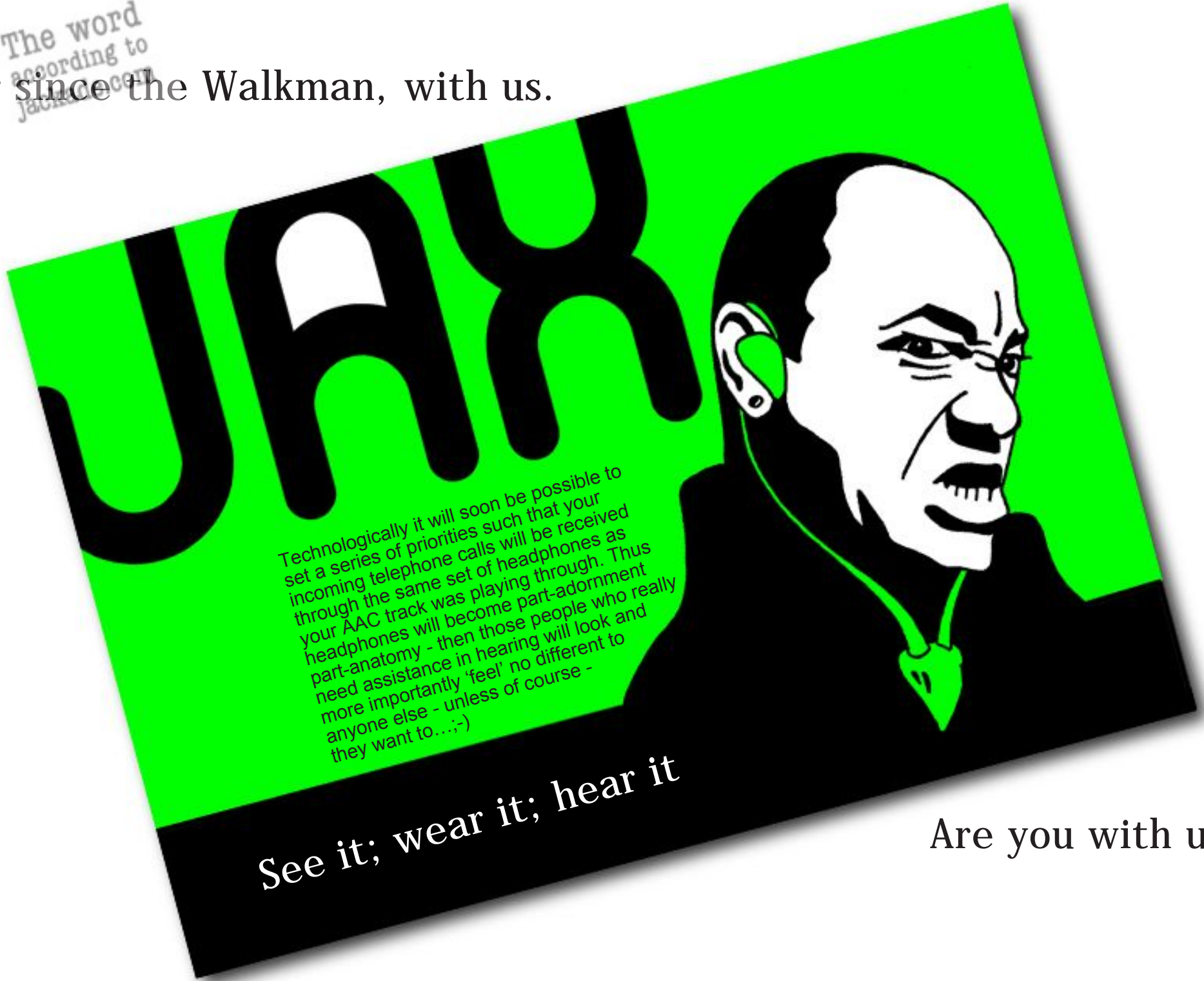


post-rpm  
solid state

Whether wax or silicon, music must move us...



... or since the Walkman, with us.



Technologically it will soon be possible to set a series of priorities such that your incoming telephone calls will be received through the same set of headphones as your AAC track was playing through. Thus headphones will become part-adornment part-anatomy - then those people who really need assistance in hearing will look and more importantly 'feel' no different to anyone else - unless of course - they want to...;-)

See it; wear it; hear it

Are you with us?

## So what NeXT?

I could mention that Peter Phillips, who was once Jonathan's 'partner in design' is a managing partner here.

I could point out that we're the first true business + creative hybrid consultancy in the world.

Most crucially I've demonstrated that we see things differently, speak with a fresh brand cadence (because we have a different POV), and we're in touch because we have our ears to the ground (when not sporting white headphones). And dareisay we could smell a rotten apple;-)

All of these are possible because we do 'think different'. In the same - or rather - different way that Apple has to achieve the distinguishing marketing characteristics for sustainable commodities, we at The Brewery are determined to create a new metric for consultancy.

Business + Creative might not seem like a huge departure until you witness the synergy first hand and see how simply we accomplish great things.

There are no calls to action here as we're aware of just how dynamic your in-house design capability is.

However, we wouldn't be tugging at your sleeve unless we truly believed that we can add-value. We have some serious talent on tap. Here are a few of the team's achievements across an unparalleled customer roster:

- Creation of the first lay-flat bed for BA Business Class
- Re-kindling the MINI brand for BMW
- Helping encourage people to make more calls of longer duration: BT
- Helping NIKE to sell more to women
- Making Vodafone "Live!"
- Creating the Virgin Drive Thru

No doubt you have to consider our thoughts, proposition and services in the context of your current strategy, but we would, of course, urge you to try us and see just how dynamic we are. We'll be in touch shortly to see if we can offer any further assistance by means of credentials, or references. Ideally, we'll move with alacrity and agility straight-to-meeting to see if we can get things moving along.

Your preliminary points of contact is the author: **Glenn Platt**, however, any member of our team would be delighted to provide you with whatever additional information or assistance which you may decide applicable: +44 20 8439 8400

## The beginning... thanks for reading