

Innovation, engagement and tech-enabled inventions - 28 Sep 2015

BY [LEIGH ANDREWS](#)



Louise Marsland writes about some of her [favourite new inventions](#) in today's digital-enabled time in her latest [TrendTalk] column. One of these is the Wize Mirror, which can diagnose what's wrong with your body through facial analysis.

I also found out just [how Canderel's Sugar Cube Man](#) broke free of obvious ad strategy - this may well signal the end of the bland 'new product launch' press releases and the dawn of a new era of engaging activations.

In his latest [Relentlessly Relevant] instalment, Douglas Kruger shares insight into the [sexiest phrase in innovation](#), and how you can use it, whatever your business focus.

Fascinating reads if you're struggling to get into 'work mode' after the long weekend...

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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