

# HumanKind



Welcome to the first issue of Leo Burnett's HumanKind Digest.

What's this all about?

Please [click here](#) to view an introduction to HumanKind from Leo Burnett Worldwide Chief Creative Officer Mark Tutssel.

## QR Codes

You're no doubt already familiar with QR codes, those scrambled boxes of black and white posted everywhere from city streets to retail stores. QR codes are one of the most exciting trends in mobile, and [this report from Arc's Molly Garris and Jake Setlak](#) helps demystify the world of QR by providing some best practices on how to use this burgeoning technology for your brand.



## We Traveled So You Didn't Have To

El Ojo (the Eye) is the hottest festival in Ibero-America. We went back to Buenos Aires to catch up on the latest from the region, and [returned with this video report](#).



## THE LEO BURNETT BLOG



From Shanghai to Frankfurt, from Chicago to Mumbai, there's one place to find Leo Burnett's sharpest perspectives on culture, trends, technology and much more.

[Click here to check it out.](#)

## Breaking Work

The 4Q10 Global Product Committee unearthed a trove of fresh creative from the network. Standouts include Mumbai's [Gandhi Font](#) and Iberia's [innovative application of Twitter](#) for Jeep. [Click here to see even more new gems.](#)



# LEO LENS

## Leo Lens: REimagining the Retail Store

One of the most important questions facing the retail industry is 'What is the role of the physical retail store in a landscape where they're no longer needed for shoppers to make purchases or retailers to sell products and services?'

We felt this issue merited serious attention and wanted to hear the shoppers' perspectives... so we asked them. [Click here to read more.](#)

## HumanKind Work We Love

Hey, it isn't all about us. We love HumanKind work wherever we see it. Here are a few Acts we've enjoyed lately: [Barbie gets a refreshing makeover](#); [Electrolux goes stylishly green](#); [MINI launches a virtual game](#) that yields real-life results for a lucky winner; and [Starbucks debuts its own location-based network](#).



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