

# HumanKind

## Deeper Dish: Leo Burnett and Arc Worldwide @ South By Southwest Interactive

Didn't make it to Austin? Have no fear because we've got you covered. We sent a delegation to report on the biggest interactive event of the year. The full collection of dispatches can be found over at Deeper Dish <http://www.deeperdish.com>, but here are a few highlights:

Brian Barthelt addresses the [death of the relational database](#). Fran Diamond explains how [form informs function](#) when designing interfaces for the iPad. Rich Dominguez offers some tips on [making ideas reality](#). Jeremy Bacharach uncovers the [secrets behind the success of Angry Birds](#). Dan Edwards answers the [four questions he's most asked](#) about HTML5. Molly Garris explores [what agencies can learn](#) from software companies. Kerri Soukup reflects on [some recurring themes](#) from the week.



### Leo Lens: Marketing to the Mobile Shopper

It won't be long before all shoppers will be mobile shoppers. It might surprise you, but the answers about how to win with mobile shoppers are not about technology. It's not about mobile sites versus apps, iPhone versus Android, or even retailers versus manufacturers. The answers are found by looking through the eyes of the mobile shopper. [Find out who they are and how mobiles have become the most important shopping partners.](#)



### Best of the Blog

Collecting a few posts you may have missed from the Leo Burnett blog:

- What the new Facebook Pages modifications mean for [your brand's voice and behavior](#)
- How to best infuse a brand with [Random Acts of Kindness](#)
- Developing the [lexicon of human behavior](#) we call Behavioral Archetypes
- Gabe McDonough visits Austin for [the real South By Southwest](#)



### Breaking Work

The Global Product Committee can be a tough crowd to impress. At last month's first quarter meeting, only 46 pieces netted a 7+ while a mere 15 earned 8-ball distinction. Here are a few standouts:

- Iberia's one-of-a-kind [retail experience for Sony PlayStation](#) delights both heroes and villains
- Sydney continues to redefine people's relationship with photography in its [new work for Canon EOS](#)
- Kellogg's Special K asks women [what they gain when they lose](#) in this effort from Chicago

[Click here to see more new gems.](#)

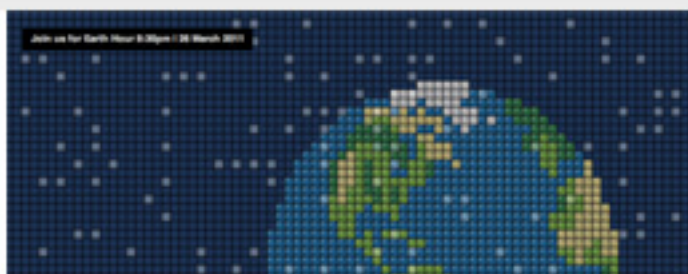


### We Traveled So You Didn't Have To

The 1Q11 Global Product Committee met in Lisbon last month. Over the course of four days the group watched and evaluated nearly 500 pieces of work. [We returned with this video report.](#)

### Earth Hour

Earth Hour 2011 challenged all of us who call this planet home to "go beyond the hour" and make a change to help the planet even after the lights are back on. Once again the event was a smashing success – check out [Earth Hour by the numbers here.](#)



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