

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Paper by WeTransfer

This app that is built by WeTransfer has had over 25 million users who use it for – handwriting notes, drafting, diagramming, sketching, and giving form to their vision.

<https://apple.co/1zKPs9F>

Books

Places: Identity, Image and Reputation
by Simon Anholt

This collection of intuitive and well-researched articles examines how places and regions see themselves, and how they reflect this in their brand and reputation management.

<http://a.co/d/ffRo6h>



Activist Brands

In this interview with Prof. Philip Kotler, the necessity for purpose is further emphasized as the global commercial order goes through a transformation from marketing-driven Cause Marketing to corporate-driven CSR to societal-driven Brand Activism. Brand growth and societal harmony depend on the activating purpose authentically.

<https://bit.ly/2AERZcb>

Mini article

Hootsuite's academy produced this short video that is about the best practices for sharing content on Facebook.

<https://bit.ly/2E8ryzD>

Don't Tell. Show (Verbally).

This article explains how to make your Instagram posts accessible to people with visual impairments. With more than 285 million people in the world who have visual impairments, Instagram has finally decided to introduce two new improvements to make it easier for people with visual impairments to use Instagram.

<https://bit.ly/2zyWbuo>

YouTube Subscriptions

As the Verge wrote: "YouTube is gearing up to offer its prestige lineup of original series and films for free to all users, turning to its traditional ad-supported system in an attempt to bring in more viewers." What works for Netflix may not work for YouTube when it comes to subscription models but in terms of original content there is no question that the demand for it will only increase.

<https://bit.ly/2zxmv7V>

Reputational Risks in Banking

Since the world has become one global village, the macrocosm of global banking can learn lessons from the microcosm of the Maltese banking sector. According to systems thinkers and Hermeticist philosophers, the small part of the whole can reflect the whole or on the whole. As in the case of Maltese banks, when one bank is affected by negative publicity, the whole sector suffers. But there is a way to overcome this.

<https://bit.ly/2KLWd6v>

What Data is & isn't Good For

Big data almost never answers 'why' there are behavioral patterns and so it often lacks the necessary depth. According to Danah Boyd, principal researcher at Microsoft Research and Kate Crawford, associate professor at the University of New South Wales: "Big data tempts some researchers to believe that they can see everything at a 30,000-foot view (...) It is the kind of data that encourages the practice of apophenia: seeing patterns where none actually exist, simply because massive quantities of data can offer connections that radiate in all directions".

<https://bit.ly/2NFThYU>