

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Reface

Reface is a hyper-realistic face swap app that shows just how long a way the democratized video editing/adaptation AI has come. Content creators and social media managers can easily use its features to create personalized gif memes and short videos.

<https://apple.co/2DxWJWo>

Books

Flip the Script by Oren Klaff

People are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along.

<https://amzn.to/30GrWjd>



Reputation of Cities

How can a city-region achieve visibility and distinguish itself in the international marketplace? There are several steps cities need to take to develop a global identity. This way they can earn the necessary reputation for competitive advantage and resilience for both the near future and the far future.

<https://brook.gs/3gJyva5>

Mini article

Here is an interesting mini article with an infographic on knowing what positive and negative signals are when it comes to SEO processes.

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

Positioning and Purpose

Stability and the ability to orient a brand are key factors for success – especially in turbulent times. How can brands worldwide position themselves through clarity of purpose? In this new podcast Markus Kramer from Brand Affairs speaks about the Guiding Purpose Strategy (GPS) - a navigational code for growth.

<https://bit.ly/30GuQo7>

Activist Brands

Angela Davis, an American political activist, academic and author once said: "In a racist society, it is not enough to be non-racist, we must be anti-racist." When a brand stands up for racial justice, do people buy it? This is the question Geeta Menon and Tina Kiesler attempted to answer in their HBR article. The article also provides an interesting table for consumer perceptions of authenticity of racial justice brand actions.

<https://bit.ly/2Dr06yE>

Marketing with PR

Marketing without PR is no longer an option for companies. Without PR such necessary processes as strengthening bonds, improving the quality of relations, humanization, storytelling and personalization are missing. As Edward Bernays wrote: "When Napoleon said, 'Circumstance? I make circumstance,' he expressed very nearly the spirit of the public relations counsel's work."

<https://bit.ly/31C2B90>

Brand Value Increases in Luxury Despite the Pandemic

According to the results of the 2020 BrandZ™ Top 100 Most Valuable Global Brands ranking by WPP and Kantar, "luxury brands, compared to brands in other categories, tend to enjoy strong brand equity, with strong brand equity adding resilience." In luxury brand management instead of the business bringing brand growth, the brand brings business growth. Luxury brands are accepted as the epitome of branding which is why learning-from-luxury (LFL) is a spreading tendency among brand management circles.

<https://bit.ly/3gIoAlg>