

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Zazzle

With this app called Zazzle, users can create a design or choose from over 200 million pre-existing designs to add to one of 500 different product types, which range from, business cards, invitations and iPhone cases to pillows and skateboards.

<https://apple.co/380x1TZ>

Books

Masters of Disaster

by Lehane, Fabiani, Guttentag

Covering the ten commandments of damage control, and based on their work for clients like Bill Clinton, Goldman Sachs and Hollywood studios, the authors of this book outline the strategies that can make real time news alerts, Twitter trend lines and viral videos work for you rather than against you.

<https://amzn.to/308HcDx>



Values Based Consumers

Here is an interesting article that is about why brands must use emotions, not euphemisms, in order to build trust. According to Stephanie Genin, a clear trend has emerged in which people are choosing to buy from companies that share their moral, social and political beliefs. This segment of consumers is sometimes called values based consumers.

<https://bit.ly/2TcIPP7>

Mini article

Here is an interesting infographic showing the results of a study on how social media are used for publishing complaints.

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

2020 Prognosis

Above the 'everything digital' canvas one can see a new silver lining on the horizon: a slow but steady movement towards a more conscious approach to growth. Here are ten non-obvious tendencies that will underpin the theme of Fueling Positive Growth in 2020. These tendencies will have the power to shape and direct emotional and unconscious consumer behavior.

<https://bit.ly/37V2MOs>

What the World Needs & Demands

As Natalie Blyth asks: "Should a company's responsibility begin and end with shareholders, or extend to customers, communities, and the environment?" The world needs the global business class to step up and reclaim its higher purpose. According to HSBC's Navigator research, 75 per cent of UK businesses recognise their role in achieving the SDGs – higher than any other European country, and significantly above the global average of 63 per cent.

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

War for Talent

This article about how organizations can win the war for talent in 2020. The starting point is acknowledging that talent has already won. Putting culture first, getting the employer branding right, prioritizing training over recruitment and playing the long game are among the main prerequisites.

<https://bit.ly/2TrBGL1>

Leveraging Nostalgia for Brand Relevance

Branding experts continue reminding the global business class that they shouldn't ignore the appeal of a simpler time, even if the audience wasn't alive to experience it. Leveraging nostalgia for brand relevance is more important today than ever before. As Chris Wren wrote: "Nostalgia can be a powerful ally in building brands." Memories of yesteryear continue to be a way of effective messaging. And yet the often overlooked fact is that nostalgia is a powerful thing. It can be as powerful of a feeling as homecoming.

<https://bit.ly/381pKDo>