

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Goal Tracker

Designed for iPad, Goals Tracker with Brian Tracy is a success coaching program app that will help users discover, plan, and achieve their important personal and professional goals. It helps one gain clarity, direction and sense of fulfillment.

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

Books

Neuromarketing:

Understanding the Buy Buttons in Your Customer's Brain
by P. Renvoise & C. Morin

Unveiling the latest neuroscientific research findings, authors of this book explain highly effective techniques that can radically improve one's ability to influence others and will have a major, lasting impact on potential buyers.

<https://amzn.to/39ZhBE2>



Lesson for Brands from 2020

What was the main lesson that many brands had to learn the hard way from 2020? It is that a higher purpose for a brand is not a 'nice-to-have' but a must-have. As Alex Lewis wrote: "Whether it's sustainability, diversity, or mental health issues, knowing what you stand for as a business - and making sure you stand for it - is key to success."

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

Mini article

Instagram launches new 'Shoppable' Christmas catalog to highlight its evolving eCommerce tools. YouTube is the new Google. Is Instagram becoming the new Alibaba or eBay?

<https://bit.ly/2WomC74>

Reputation in an Era of Activism

When employees are pushing companies as hard as outside activists, and a CEO's reputation is directly tied to his company, the lessons from CEOs, outlined by Denis Brien in her article, offer help toward building and maintaining good public perception and manage reputation in a new era of stakeholder activism.

<https://bit.ly/382Ex2G>

Science Needs Branding Today

In the factful and data-rich but intelligence poor world of today and during the pandemic times science needs branding. As Dr. Jonathan Thon wrote: "Our training might focus primarily on how to do science, but that isn't enough; we also need to promote ourselves and our findings in order to persuade others to fund and collaborate on our research, and to highlight the value of our discoveries so we can broaden their reach."

<https://bit.ly/2Kl8FOF>

Drivers of Brand Growth

The 3D upward spiral is the closest archetypal symbol to growth. There is a sense of return as in the circle, there is a sense of moving depth as in the spiral but in the final analysis the person is in a much higher place and state today than yesterday. Therefore growth is not just about going from A to B. It's not just about going forward either. Growth is growth when it is vertical, when it is upwards.

<https://bit.ly/30KheB9>

Product Placements in 2020

Studies show that the average consumer is exposed to up to 10,000 brand messages a day. So more and more audiences are skipping and switching when they see advertising. Consequently, more brand managers than ever began realizing that brand placement or integration to storytelling is one of the most efficient ways of creating desire and raising awareness about a brand or product in a hyper communicating data cluttered world. In this sense Bill Gates was prescient when he founded the Branded Entertainment Network in 2007 even though it wasn't exactly his typical sphere of interest, experience and investment.

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