

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Pocket

This is an app for those who want to avoid interrupting their workflow, when they stumble upon an article or website of interest and save it for later. Users can capture the content that comes at them throughout the day and save it in a curated content library of their own.

<https://apple.co/33msYyD>

Books

Introducing NLP

by J. O'Connor & J. Seymour

This book offers the practical skills used by successful practitioners. Excellent communication is the basis of creating excellent results. NLP skills are proving invaluable for professional excellence and personal development in education and business.

<https://amzn.to/2Ldg2F9>



Give Them a World

Luxury brands have mastered the creation of desire, which is, as the author of this article puts it, the process of longing and passionate imagining. They have long known how to do it better than any other industry. The sphere of luxury creates desire by dreaming up a world, creating distance and creating the extraordinary.

<https://bit.ly/2Y9ipOK>

Mini article

This mini article is an overview of some of the useful reputation management monitoring tools.

<https://bit.ly/35QFubl>

Traditional vs. Digital PR

Here is an interesting infographic that compares the advantages of traditional PR vs. the advantages of digital PR. Both methods are used to build brand awareness but in very different ways. The decision of choosing between the two or balancing them depends on the kind of industry the brand is in, the segment it targets and its business model in general.

<https://bit.ly/2P0glyS>

Addressing Gen Z

Gen Z loves a good joke and big companies have to be willing to make fun of themselves. Some big brands are targeting teenagers by creating and using memes. "As a brand if you're able to tap into these really topical memes in an authentic way, I think it's a really powerful tool to show Gen Zs and Millennials what your brand stands for, and also that you're a brand that gets them and their lifestyle," - says Carrie Dino, media director at Mekanism.

<https://bloom.bg/2OCeCWJ>

On B2B Thought Leadership

A new study revealed how B2B thought leadership impacts demand generation in 2020. It also reveals how content that lacks substance is even more ineffective than before. This year's 2020 Thought Leadership Impact Study is more global, with insights from more than 3,200 business decision-makers (e.g. buyers) and thought leadership producers from a wide range of industries across APAC, EMEA and the U.S.

<https://bit.ly/2sBTV53>

Experiential Airports

As Sean O'Neill wrote: "After years of being stuck in the past, new "smart" airports are embracing technology and data to improve the experience for both passengers and vendors." For better results, this tendency needs to be framed as Experiential Airports rather than Smart Airports. The focus needs to be on the humanized experience rather than just smart tech. Refining touch points and reducing pain points are very important. This long article is a deep dive with examples and ongoing developments in this direction. There is still a long way to go but at least there already are airports that are headed in the right direction.

<https://bit.ly/35S8obi>