

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *EyeEm Photography*

EyeEm provides the platform where users can make money from their passion of photography. Here, they can also improve their skills by seeing which photos are demanded more and by learning the craft from millions of other photographers.

<https://apple.co/2kSc5fa>

## Books

### *Messengers*

by S. Martin & J. Marks

This book is about who we listen to, who we don't, and why. We live in a world where proven facts and verifiable data are freely and widely available. Why, then, are self-confident ignoramuses so often believed over thoughtful experts?

<https://amzn.to/2kWk7DP>



## The Role of Romance

“Luxury is like love,” says the luxury branding expert Dr. Daniel André Langer. “When we go for a luxury brand, it’s like falling in love. We are not deciding on rational points like functional value, but on a strong emotional connection.” In luxury brand management, the relations are either romantic or diplomatic and neither political nor artificial.

<https://bit.ly/2mo4EDo>

### *Mini article*

This mini article is about how Instagram’s algorithm favors more no-photoshop content as it tends to perform better.

<https://bit.ly/2m5UUXW>

## Improvements by Blockchain

Speed, sustainability and privacy are among the key improvements by blockchain that will lead to its mainstream adoption. According to a recent Deloitte survey, more than half of companies say blockchain is one of the critical priorities for their organization and 83% say there's a compelling business case for the innovation.

<https://bit.ly/2kqF9KC>

## The Most Reputables

As Vicky Valet wrote: "Some of the world's biggest businesses were in crisis management mode last year, picking up the pieces of reputations shattered by scandal. While many corporations have yet to regain the trust of stakeholders, others have made significant strides, propelled by a commitment to corporate responsibility."

<https://bit.ly/2ktRH3T>

## Control Issues of Brands and Influencers

Brands and influencers are divided over control of posts. According to a new report from Takumi, which has just published its findings on the Instagram influencer marketing industry's dynamics, nearly half of all marketers feel they should have complete control over the marketing elements of posts from the influencer they work with.

<https://bit.ly/2m3aCCW>

## Purpose at the Strategic Core

The pattern among the high-growth companies is that they use purpose to stay relevant in a fast-changing world. Among the benefits of putting purpose at the core are: unifying the organization, motivating stakeholders and broadening impact. Putting purpose at the core of an organization's strategy means using it beyond CSR or as a communications activity. For this, some of the necessary moves are redefining the playing field, reshaping the value proposition, focusing on pain points and building on trust. Purpose is the know-why. The know-why is the new know-how.

<https://bit.ly/2HmRo2O>