

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *TikTok*

This app has been described as one of the potential threats for Facebook. It is a short-form video sharing app that is currently number 1 in the Entertainment category and received high ratings on the AppStore.

<https://apple.co/2Oi3yP3>

## Books

### *The Physics of Brand*

by Keller, Marino & Wallace

For those who think branding is limited to communication, sales conversions, or logo design, this book will expand their worldview. It offers a practical framework that shows how brands interact with people in time and space - to create value for people, brand owners, and society in general.

<https://amzn.to/2bc9tR1>



## Timelessness of Luxury

As many of the luxury brands implement Blue Ocean Strategy, operate in the economy of qualities rather than quantities and in the realm of superlatives rather than comparatives, their performance over time is naturally much better than the performance of brands in any other sector. This article is about future returns and why luxury stocks are timeless.

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

### *Mini article*

It is now possible to promote LinkedIn Page posts as Sponsored Content ads directly from Hootsuite's stream and reach additional LinkedIn members.

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

## Culturally Relevant

A new study shows just how much consumers want brands and culture to mix and how the culturally relevant brands are more relevant to consumers. According to this study it is necessary for marketers to go where the most leaned-in and influential people are already gathered, live out the values of their customers and have a strong point of view in their advertisements.

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

## How Much is Too Much Comms

Lida Citroën is right by saying that it can be a fine line between making your business relatable and offering too much information. The question worth raising is how much does one need to share/communicate online to be considered "authentic"? How much is too much and too little? What are the implications of this balance for reputation and personal brand management processes?

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

## Divisive Media 'brands'

Instead of taking charge the media seems to be joining the 'circus' of global politics. The 3Ps of protectionism, populism and polarization become 4Ps with the partisanship boosted by the mass media. The words of the enlightened politician Confucius are more relevant today than ever: "The gentleman has universal sympathies and is not partisan. The small man is partisan and does not have universal sympathies."

<https://bit.ly/2oHe5IU>

## Targeting the Very Young

Even though most luxury brands are long-termists and therefore are aware of the benefits of long-term targeting, there are still some luxury brands who are not targeting the younger segments simply because these segments cannot afford (for now) what their parents and grandparents can. Creating desire starts with planting the seeds early on and building authentic relationships proactively. The point is to invest in the future by raising awareness among the younger segments rather than to try to sell it to them. The author of this article recommends to find the perfect story and start with the young, the very young.

<https://bit.ly/334PJre>