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# INSIGHTS

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Brand Strategy | Public Relations | Digital & Social Media

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## Apps

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### *Overcast*

This is a widely known simple audio podcast player. It has an intuitive interface with features such as Smart Speed, Voice Boost, and Smarter Playlists to help the users listen to more podcasts in more places, try new shows.

<http://apple.co/2ywTZoJ>

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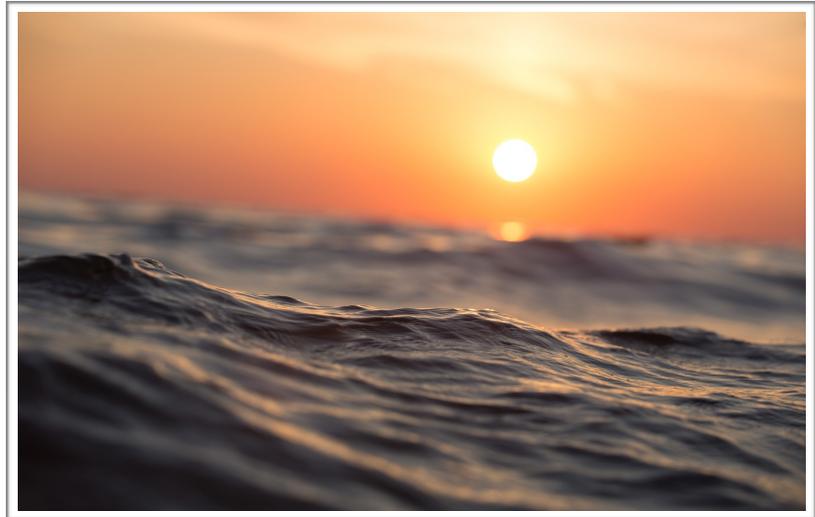
## Books

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*How Brands Become Icons*  
by Douglas B. Holt

This book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create "identity myths" through powerful symbolism and cultural strategies.

<https://www.amazon.com/>



## Navigating the 'Solar' System

As L. Ackerman, founder and President of The Identity Circle LLC, puts it: "It's easy to forget that we are part of something much bigger than ourselves. That for all the freedom we have to shape our businesses, that freedom exists within the confines not just of our immediate world, but within the limits of our Solar System, which orders everything we do."

<http://bit.ly/2yRK5oi>

### *Mini article*

Facebook Messenger will soon let all businesses send sponsored messages.

<http://bit.ly/2h1czdl>

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## Rise of Podcasts or the Return of (new) Radio

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Amanda Kreuser from Inc. says:  
"There's good reason podcasts are supplementing blogs as a major marketing tool. Around 67 million people ages 12 and over listen to podcasts each month, according to a study by Edison Research. And a whopping 85 percent of people who start a podcast listen to all or most of it."

<http://on.inc.com/2IWZpTQ>

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## Interview with Claudio del Vecchio

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This interview is the perfect of how a CEO of a brand can perform as the grand ambassador and the face of the brand. As one can witness in this interview, the sincerity, the sophistication and the subtle tone of voice used for meaningful communication are some of the components that make the language aligned with the brand.

<http://bit.ly/2zz7G6B>

## The Segment of Affluencers

According to the Fall 2017 Ipsos Affluent Survey released in October, affluencers are a powerful grouping of Affluent consumers who also influence others' shopping and buying behaviors, represent 71% of all Affluents, according to the Fall 2017 Ipsos Affluent Survey released this month. The new report found that the influence of this segment is felt nearly in every category rather than only in high-priced ones.

<http://bit.ly/2y7O3hP>

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## Living the Organizational Purpose

This recent roundtable was about making the brand purpose something that is lived out everyday within the organization. The falling levels of trust in business in today's over-communicating world and this could be permanently cured only by a genuine application of a Guiding Purpose Strategy. Studies show that purpose-led leadership unlocks long-term growth. As Dr. Hurth explains: "Companies where employees are aligned at an identity level also have customers who are more aligned."

<http://bit.ly/2hoyiN8>