

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Voice Recorder & Audio Editor

For those who don't find the default voice recording app of an iPhone or other smartphone light or fast enough this highly rated app offers the same function among other useful features.

<https://apple.co/2zUu0Xx>

Books

Creating Signature Stories by David Aaker

This book, written by a branding expert, shows organizations how to introduce storytelling into their strategic messaging, and guides organizations to find, or even create, signature stories and leverage them over time.

<https://amzn.to/2U17lm>



Internal Thought Leaders

Vyas and Nannicini are raising the following key questions in their article: Is your enterprise dominated by passive thinking and prescribed routines? Or is it one that generates fresh thinking and unlocks insights into the future? What does it take to become a thought leader within one's firm?

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

Mini article

Apple is releasing both a tangible credit card and a virtual card inside Apple Pay, in conjunction with Goldman Sachs and Mastercard.

<https://bit.ly/2Or1guR>

Brand Safety

As The Drum reports, Mastercard has integrated risk management into the marketing department to safeguard the brand's reputation in an increasingly complex market. Risk management is becoming a much broader and more holistic field so the brands that have become aware of this before have begun taking steps accordingly.

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

Influencer Relations

New research based on 27 in-depth interviews with influencers and supplemental case studies in the fashion and cosmetics industries, revealed growing frustration among influencers in regards to their relations with marketers. Prof. Audrezet and Prof. Kerviler wrote that companies are finding that a relational approach delivers better results compare to the transactional approach.

<https://bit.ly/2UIVv7f>

Publisher Responses

It's important to understand the topics each publisher wants to cover – and then how to pitch that content – to earn the best response. This article is about what lessons could be learnt on digital PR from an internal study based on a year's worth of publisher responses.

<https://mklnd.com/2uPQmFU>

Reputation Risks

According to Nir Kossovsky, “the banking sector and its regulators have been grappling with the issue of reputation since the last economic collapse, but only recently have come to a clear understanding of what reputation means, how to assess and quantify its value and how to mitigate its risks.” One of the major reasons why the banking sector has been behind when it comes to implementing the best practice in reputation management is because the way they define reputation is incomplete and inaccurate.

<https://bit.ly/2Kp2I2m>