

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Tangi*

Google's new Tangi app is highly rated and is said to be the TikTok for learning new skills. The instructive artistic, DIY, cooking, and styling skills are usually made in under 60 seconds to be shared with the community.

<https://apple.co/331ryv4>

## Books

### *Eros and Magic in the Renaissance* by Ioan Couliano

The historian and philosopher Prof. Ioan Couliano explains how original magic is the precursor of the modern psychological and sociological sciences, and the magician is the distant ancestor of the psychoanalyst and the advertising and publicity agent.

<https://amzn.to/2wH2pJP>



## Tech Realism

Technological optimism is being replaced with technological realism. The era of tech for the sake of tech is over. There is now growing worry that tech is out of control and AI chooses artificiality over intelligence. Moreover, technology loses its trust advantage as it has compromised the quality of information and overlooked humanization.

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

### *Mini article*

Here is a mini article on LinkedIn that has confirmed that LinkedIn Stories are coming soon.

<https://bit.ly/337m4iw>

## How to Evaluate a PR Firm

What are some of the must-do's when evaluating a marketing or public relations partner firm? These are the criteria according to Ilissa Miller. In addition to these criteria it is even more important to see if the value systems match and to not to forget that there are firms that are chosen by clients and that there are agencies that choose their clients.

<https://bit.ly/3cNhVEX>

## Branding Malls

Why do shopping centers need branding? Because they are facing the unprecedented threats and challenges coming from the e-tail sphere. From attracting new customers to creating more value for stakeholders, from experiential and sensory marketing to event management, branding shopping centers can be essential to success. Shopping centers are the new celebratory or therapeutic pagan temples for many. It's the call of the mall.

<https://bit.ly/2TNddy1>

## Pressure on Greenwashers

Here is an interesting article showing greenwashers have more and more pressure these days. Being or becoming a socially responsible brand doesn't mean simply declaring moralist messages. So long as purpose doesn't reflect on the behavior of companies inside out and become integrated with the essence beyond appearance, they are not walking the talk.

<https://on.ft.com/39LJM6x>

## Reputable Brands

Brands like Lego do not need your privacy data. They value the small data instead. As it is written in this article whilst the tech giants lag, "Lego has topped a list of the world's most reputable companies for the fourth year in a row, according to an annual survey, closely followed by Disney, with both firms appearing in the top 10 every year since 2011." Disney earned its reputation because of its investment in education: "In 2018, it put \$50 million into staff training, including funding higher education and vocational courses." Such brands know that integrity shines from inside out, from the internal culture to the external world.

<https://cnb.cx/2PWXIth>