

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Zello

Zello turns its users phones into a walkie talkies and it works anywhere in the world as long as users are connected to the internet. Users can use it for one-on-one in the moment contact with a friend or for a live group call.

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

Books

The Revenge of Analog by David Sax

As e-books are supposedly remaking reading, independent bookstores have sprouted up across US. As music allegedly migrates to the cloud, vinyl record sales have grown more than ten times over the past decade. Is this the revenge time of analog?

<https://amzn.to/34jlewZ>



Why Brands Matter

There can't be financial capital behind financial capital. It was particularly the reawakening during post-WWII years when the business class rediscovered that the economy prospers if the tangible works have intangible dimensions behind them. There needs to be cultural capital behind financial capital. True brands carry this dimension.

<https://bit.ly/36HzDG2>

Mini article

This mini article is about how influencer marketing agencies prepare for the end of the Instagram like.

<https://bit.ly/36DyFE7>

Preventing Reputational Threats

This article is about how to predict and prevent reputational threats. From job losses to AI ethics, C-suites have a multitude of reputational challenges to consider as they approach the year 2020. Building a disruption-proof workforce, mitigating supply chain risk, prioritising brand reputation, keeping AI in check are some of the ways of dealing with it.

<https://bit.ly/36BKu44>

Highs and Lows of Social Media

Handling the highs and lows of social media is becoming more complicated than ever. In this FT article high-profile users talk about their experience over more than a decade online. From a former Liberal Democrat MP Heidi Allen to a widely-known beauty vlogger Michelle Phan and the Irish novelist Marian Keyes... Their observations partially reveal the ethnographic analysis of the medium's usage.

<https://on.ft.com/2qV1fbf>

Investors and Trust

A recent report called Edelman Trust Barometer: Institutional Investors is a study of 600 institutional investors in six markets around the world probing the importance of ESG issues (environment, social, governance). According to its findings 75% said that companies need to have high trust levels to attract best and brightest employees, 74% said it was critical to win new customers and 72% said it would increase valuation multiples.

<https://bit.ly/38GFT2h>

Universal Purpose

Many agree that the time has come to say good bye to Milton Friedman and hello to Klaus Schwab capitalism? The World Economic Forum is updating its guiding document for the modern era. The forum issued a new Davos Manifesto, called "The Universal Purpose of a Company in the Fourth Industrial Revolution." According to this manifesto the universal purpose of a company is to engage all its stakeholders in shared and sustained value creation. In creating such value, a company serves not only its shareholders, but all its stakeholders - employees, customers, suppliers, local communities and society at large.

<https://bit.ly/35olME4>