

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Animation Desk

Users of this app can draw frame-to-frame animation from scratch, or create animations upon videos and images. Animation Desk is a useful and highly rated app for content creators, marketers and social media managers.

<https://apple.co/3nU7sgp>

Books

The Serendipity Mindset by Christian Busch

Good luck isn't just chance – it can be learned and leveraged – and 'The Serendipity Mindset' explains how one can use serendipity to make life better at work, at home –everywhere. There are identifiable approaches that people can use to foster the conditions to let serendipity grow.

<https://amzn.to/2H9q7DL>



The Need for Shadow Boards

There was an article about untapped employee engagement called 'The Power of Hidden Teams' in HBR on May 2019. Here is a new article that is relevant to it by Rebecca Robins about the growing need for 'Shadow Boards' – a committee of rising talented employees who work with executives on strategic decision-making.

<https://bit.ly/3dDxX54>

Mini article

Which social media platforms should one's business prioritize in 2021? This infographic summarizes the pros and cons.

<https://bit.ly/3j6t3yC>

The Lasting Commitment to Purpose

Brands have been warned about how merely announcing purpose isn't enough. Action is needed. But one time action isn't enough either. Commitment to purpose is needed as well. As Graham Staplehurst wrote, "brands shouldn't expect much of an impact from their first action alone. Consumers will judge them on the coherency of the behaviours and actions they have taken over the long term in support of their newly, publicised purpose."

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

Resilience and Reputation

Today supply chain risk to brand reputation is growing. Transparent and ethical supply chains are now vital in managing disruption and mitigating reputational risk. This article features examples of those who are paying the price for not getting this right and of those who are resilient and are preventing reputational crisis.

<https://bit.ly/350cVta>

Valuable Luxury Brands 2020

The new report on Top 10 Most Valuable Luxury Brands for 2020 is out. Those luxury brands that remain true to the very definition of luxury and that put sustainability, social justice, slow living and the emphasis of quality over quantity into action are able to thrive even in the turbulent environment caused by the pandemic.

<https://bit.ly/3k64FhG>

Future Returns

As written in this article of Barron's, Nathan Cockrell, co-director of global research at Lazard Asset Management characterizes the current indicators as a fast-forward of shifts that were already underway. Brands need to invest in a new consumer behavior era, seek out consumer-led change, pay attention to uneven impacts, follow appetites for novelty and change and so on. Cockrell said: "I would recommend that investors look for good businesses that can earn their way into their valuations because they can win in their markets due to durable competitive advantage, not just those that have enjoyed stronger recent demand because of Covid."

<https://bit.ly/2FBsE9w>