

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Inflenster

Inflenster periodically sends their members VoxBoxes of free products to test and review. It is considered North America's #1 product discovery and review platform with over 25 million reviews.

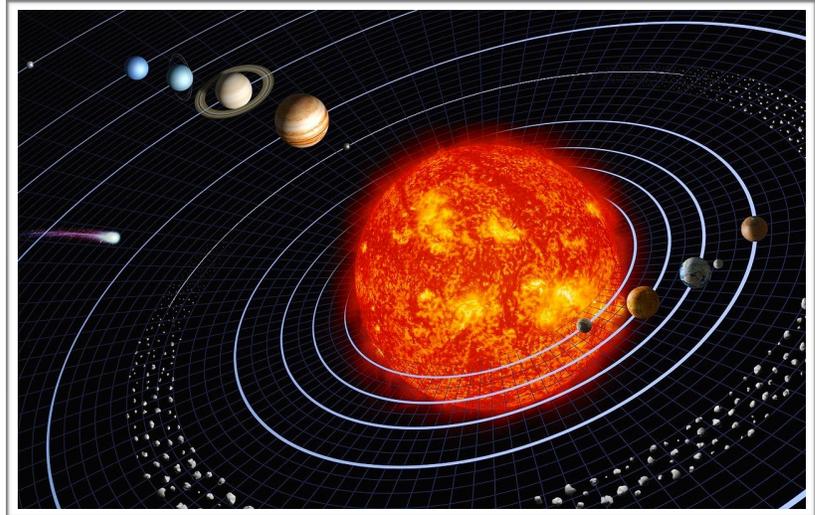
<https://apple.co/2iIlYu1>

Books

Rethinking Reputation by F.P. Seitel & J. Doorley

In this book authors show how to wield the power of word-of-mouth, relationships, and publicity to maximize coverage and minimize harm. In between, they also illustrate the character-based communication strategies that have bulletproofed countless businesses.

<https://amzn.to/2X8z1VR>



Differentiation vs. Centrality

Differentiation gains real strength only when it achieves distinction and/or being distinctively different. Centrality is more about brand singularity that is based on the core product/service, the core DNA and equity. It is that which the brand truly owns. In this article, the author speaks of the power that comes from finding the balance between the two.

<https://bit.ly/2BQnod8>

Mini article

Tech Crunch: Apple has bought up the talent it needs to make talking toys a part of Siri, HomePod, and its voice strategy.

<https://tcrn.ch/2U4rsgR>

Future of Retail?

Will the retail sphere survive its Amazonization? What strategy does retail need to implement to be able to offer customers what Amazon cannot offer? If the retail brands realize that they have the potential to be the new temples in various categories of the modern society, they'd head in a better direction. Some already have.

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

Best Japan Brands 2019

Interbrand has released its Best Japan Brands 2019 report. Japan continues being one of the major players in the global economy with its transnational corporations. Its brands keep both learning from the American and European brands and then influencing them in particular categories, some of which are led by Japanese brands i.e. photography cameras. Needless to remind, the country is quite notable for its abilities in place branding, cultural diplomacy and soft power.

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

PR Hacks

PR hacks can only be a sub branch of the more general tree of guerrilla PR tactics that are able to hit the viral spiral. The key prerequisite is within either creative, entrepreneurial or design thinking. Here are few PR hacks that exceeded some entrepreneurs' expectations. The actual potency of guerrilla PR is sourced not from any disruption, provocation or controversy but from imaginativeness of the strategist.

<https://bit.ly/2EcT9ho>

Investors and Reputation

It was found that that investors give far more importance to reputational factors than financial considerations when responding to corporate crises, according to new research from FTI Consulting. The report suggests that, "emotional drivers heavily outweigh financial ones". 100 corporate crises were studied to see how investors react. 130 investors were asked about their main drivers for responding to a profit warning, and it was found that only 28% pointed to financial reasons. Investors like other stakeholders are behavioral beings rather than purely rational ones.

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