

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

*Smartify: Scan & Discover Art*

This app is used in museums and at home to discover works of art. Users can listen to audio tours, search through a curated collection of more than 2 million artworks or just hold the phone up to an artwork to recognise it.

<https://apple.co/32XgDED>

## Books

*The Post-Truth Business*  
by Sean Pillot de Chenecey

Brands are built on trust and authenticity is a core brand pillar. This book shows how to strengthen relations by closing the 'brand credibility gap' and provides a way forward for any organization wishing to rebuild brand authenticity in a distrustful world.

<https://amzn.to/39reltf>



## CEO's Skillset

If the Covid19 pandemic has taught chief executives anything, it's that they must continuously upskill themselves to maximise their longevity as leaders. Being interdisciplinary and multilingual, having empathy and emotional intelligence are more important than ever.

<https://bit.ly/30imjvn>

## Mini article

This mini article lists some of the most preferred brand monitoring tools in the digital context.

<https://bit.ly/32UacSE>

## Post-Pandemic Social Media Marketing

What will a post-COVID world look like for social media marketers? What will the future look like for people working in social media or digital marketing? Some of the predictions from marketers include: the more authentic the content, the better and social media jobs and creativity skills will be valued more than ever.

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

## Breakthrough Brands 2020

Breakthrough Brands 2020 is a recent report on companies who are challenging category and cultural norms, pushing sector innovation to new, unexplored areas, and making even the biggest competitors take notice. As Daniel Binns wrote "Together, the de-throning of Silicon Valley and the propagation of industry intelligence signal a new era of democratizing knowledge."

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

## Unleashing Values

A recent study from the Capgemini Research Institute reveals that more than half of consumers expect organisations to showcase their sense of purpose and give back to society – both during the crisis and beyond. The best way to unleash brand values is through brand purpose.

<https://bit.ly/3eWl9Wk>

## CEO as a Reputation Channel

The corporations that acknowledge branding as a holistic matter already know this. Personal branding of the CEO, brand ambassadorship of employees, brand culture, reputation are all components of holistic brand management. As Mat Zucker wrote, "the most successful CEOs have one thing in common: they understand the power of effective communications in shaping their companies' brands, reputation and culture and they invest significant time and brainpower in communicating their vision, values and value. In the face of market disruptions and intense public scrutiny, the CEO is now expected to play a greater role than ever before in being the heart, soul and face of their company."

<https://bit.ly/3oRJl7r>