

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

BoilerRoom.tv

This is the app of a global online music broadcasting platform called BoilerRoom that commissions and streams live music sessions around the world. It is a good example of niche strategy implementation in the way that appeals to a subculture.

<http://apple.co/2iCqFXc>

Books

Dragons

by Liam Byrne

Dragons: Ten Entrepreneurs Who Built Britain tells the story of British business endeavour through the lives of ten titans of commerce that were behind the first industrial revolution in history.

<http://amzn.to/2i9FMmO>



Lack of Brand Journalism

The majority of content created by brands is having little or no impact on business results or people's lives, according to Havas' latest 'Meaningful Brands' study. So long as brands don't transform or make the shift from content marketing to brand journalism, this picture will remain the way it is.

<http://bit.ly/2kPYYq9>

Mini article

The shorter the text the better isn't always true. This new study found that long headlines had the best CTR.

<http://bit.ly/2zpMGi5>

VW's Little Psychographic Strategy

It's rare—if not unheard of—for an automaker to run a TV ad that does not include a single shot of a new car. VW here makes a move about remembering the subculture/cult that it created long time ago and about the elements of nostalgia along with the emotions of belonging associated with it.

<http://bit.ly/2wSQbZV>

Influentialism

Here is an interesting article about the decision-making of a segment of investors. Dr. Robert Cialdini is famous for turning persuasion psychology into a science and this article remembers about one of his findings in his book called Influence from the year 2006. A potent weapon of influence, he explains, is the principle of social proof.

<http://bit.ly/2AoioML>

The Conscious Capitalist

The research on the advantages of consciousness in a capitalist system just keeps pouring in: self-aware leadership, sustainability, a higher purpose and other companion practices elevate human wellbeing and at the same time benefit the bottom line. Here is an interesting infographic that shows the results from the research.

<http://bit.ly/2jPelme>

Humanizing Humanomics

Frank Shostak is among those analysts that are aware of how behavioral economics, while criticizing the mainstream economics for not being realistic regarding human choices, treats human beings as automatons. If the field realizes that there is a need for segmentation meaning that not all the findings of the field can be applied to people equally, it would be one step closer to humanizing itself. Factors as attitude, philosophy, value systems, levels of consciousness/awareness, codes, along with others to be taken into account.

<http://bit.ly/2jJuaYj>