

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Hitlist

Instead of giving the best travel prices only when users are searching or sending random 'best-deals' emails that are based on past travels, Hitlist gives the prices for the entire year based on the favorite cities users choose and plan for future.

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

Books

When

by Daniel Pink

How can we use the hidden patterns of the day to build the ideal schedule? Why do certain breaks dramatically improve student test scores? How can we turn a stumbling beginning into a fresh start? Why is singing in time with other people as good for you as exercise?

<http://a.co/89PS2kq>



Success from Potentials

Discovering the true and sometimes hidden potentials of individuals in a team is largely about discovering and focusing on the forté of each human being. It is not incidental that the word 'potential' has the word 'potent' in its etymological roots. One of the most potent sources of success is the self-actualized human being.

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

Mini article

Here is an interesting infographic on what the best days and times are to post on various social media platforms.

<http://bit.ly/2spG9S1>

Homo Blockchainus

Blockchain's long-term potential extends far beyond bitcoin. As R. Marvin puts it, there's more to blockchain than cryptocurrency. Experts forecast what's next for the game-changing distributed-network and immutable-ledger technology. Here are some of the reasons to keep an eye on Blockchain in 2018.

<http://bit.ly/2kTZ4xD>

Weather Marketing

The French novelist Marcel Proust was right when he said: "A change in the weather is sufficient to recreate the world and ourselves." Marketers will spend more time relying on weather triggers for ad targeting in 2018 because as L. Sullivan wrote "Unseasonable and seasonable weather impacts how much consumers buy, along with the types of products they purchase, how consumers shop, and the price they're willing to pay."

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

Brand vs. Branding

One of the main confusions in the global economy is related to not being aware of what can be changed and what needs to stay firm in holistic brand management systems. This article can lead one to re-center their brand and ask questions about the important difference between brand vs. branding.

<http://bit.ly/2q6XCxA>

Place Branding Agenda

The credo of a traveler is preserving the right kind of curiosity and the ability to be impressed. A traveler has one home to return to but what's important for place branding strategists is to know that a traveler can have several second homes or several third places. Becoming their third place or second home is the meaningful way of managing the brand of a nation, city or any place and elevating the quality of relations in the experiential and therefore human dimension.

<http://bit.ly/2ElADC6>