

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Detour

This app can potentially supercharge the growing travel industry, place branding and the experience economy. The stories of places are guided by an interesting GPS audio as shown in the trailer.

<http://bit.ly/2hAe805>

Books

The Experience Economy
by J. Pine & J. Gilmore

The thinking in the book, first published in 1999, are still very relevant and the authors published an updated edition later. Though the world has changed in many ways since then, the way to a customer's heart has not.

<http://amzn.to/2hA2v9k>



Sophistication and Taste

Johann Rupert and Franco Cologni co-founded the Michelangelo Foundation which can be an almost tailor-made body for solving the macroeconomic problems of today's world. These global issues related to how quality is still being silenced by quantity.

<http://nyti.ms/2himrhN>

Mini article

Snapchat is moving to make the purchase of branded geofilters on its app easier for small and medium-sized businesses, with the addition of templates.

<http://for.tn/2hilfej>

Apple's R&D

This article about Apple's AI research is creating desire about the findings and the state of the most valuable company's R&D. As stated in the article: "A bragging point for Apple was the efficiency of its algorithms on graphics processing units."

<http://bit.ly/2h6ubGz>

Future of Shopping

There are considerable and significant developments in the area of payment systems. In this video made by WEF Amazon go describes a whole new way to shop without queues and without checkouts. The future of shopping will mean to make modifications on the strategies of brands.

<http://bit.ly/2gCn7QX>

Mars Narrative

National Geographic's mini series "Mars" combines real science with a scripted portrayal of the first human mission to the planet, which takes place in the year 2033. It is as much a space program as it is an important PR project. It is raising awareness about the future of space travel in a multichannel and internationally synchronic way.

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

Destination Branding and PR

Bill Baker, Chief Strategist of Total Destination Marketing, shares his expertise in this interview about the key challenges of destination branding for small cities. As travel is further democratized and as the documentation and sharing of travel experiences becomes more frequent the function of place branding and PR gains momentum in today's globalizing world.

<http://bit.ly/2heM59I>