

INSIGHTS

Branding | Strategy | Communications

Apps

Masquerade

Mark Zuckerberg announced on Facebook that this app's team joined the Facebook family. It is a simple and entertaining app that won't be used daily but is certainly going viral.

<http://bit.ly/1Mfvzf2>

Books

The Literature Book by Various Authors

This is the macro tendency of simplifying, summarizing and creating the wiki effect on accumulated collective knowledge. This week the number one new release on Amazon is *The Literature Book*.

<http://amzn.to/1WikBeC>



World's Most Interesting

The famous and humorous brand ambassador, hero and character created by Dos Equis for distinct identity among all other beer brands is leaving us by flying to mars.

<http://onforb.es/rTXvh4T>

Mini article

Cannes Lions Fest 2016 is not that far. The preparations have already begun. It is a good time to review the winners archive from last year as a reminder to set the bar high aiming at both high financial return and prestigious awards at the same time.

<http://bit.ly/1QLFDU5>

AI & Language

The map is not the territory. The territory of consciousness is way larger than the territory of the modern languages. This article partly provides the strategic bridges between AI and other fields.

<http://tcn.ch/1LZTrbS>

Product Placement

For more than a decade, brandchannel's Brandcameo feature has tracked product placement in every film that achieved No. 1 in Hollywood at the domestic (US) box office. Here are the results of the annual Placement Awards.

<http://bit.ly/1UmGhqZ>

Microchipping the Goods

The Italian luxury brand Salvatore Ferragamo is upping its campaign to curb counterfeits by inserting microchips in the heels of its shoes and in a selection of its bags. Is microchipping the future of the war against the black market of leaked or fake products?

<http://bit.ly/1M6touj>

Weather Marketing

Weather marketing is powerful especially because it is archetypal. The effect of the weather on the unconscious human behavior hasn't changed much for thousands of years. In further advancements of weather marketing, it will be one of the key components in the personalization agenda of marketers and strategists around the globe.

<http://bit.ly/1njMgiW>

