

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

WeChat

This is a chatting app used by half a billion users to connect across countries. The difference is it offers more things in one chat app. One can play games with friends and according to Michel Gutsatz one can even send money through it.

<http://bit.ly/2f7K3Eo>

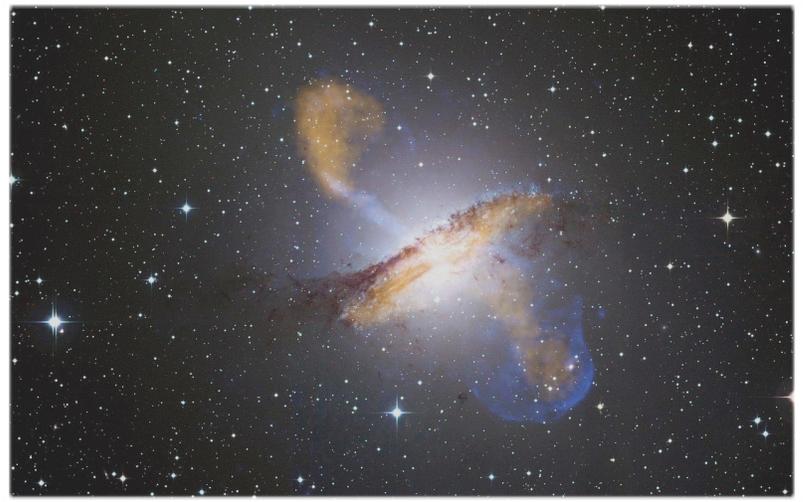
Books

Strategic Leadership Development

by C. Roebuck & C. Carnall

Focusing on the behavioural aspects of leadership, it looks at how both individuals and organisations can develop leadership talent, and how leaders can influence and shape the strategic direction of an organisation as a whole.

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



1st Space Nation

Dr. Igor Ashurbeyli, scientist, entrepreneur and chairman at Unesco Science and Space Committee announced the first space nation called Asgardia. “Asgardia is a fully-fledged independent nation, and a future member of the United Nations, with all the attributes this status entails.” said Dr. Ashurbeyli.

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

Mini article

There is more to blockchain than moving money. It has the potential to transform our lives. WEF explains how:

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

PR Entrepreneurs

The one important advice for PR entrepreneurs be about focusing on building and strengthening relationships. Powerful relations is the new definition of PR because the quantity of relations is not more important than the quality of relations.

<http://bit.ly/2eSfj9q>

Rise of Live Video

As Raymond Wong summarizes the growing tendency, he says: "After copying Snapchat Stories with its own Instagram Stories, Instagram is now preparing to introduce live video, joining the likes of Facebook Live, Twitter's Periscope and YouTube Live, according to a recent interview Kevin Systrom, CEO of Instagram, gave to the Financial Times."

<http://on.mash.to/2fq95RU>

Sensual and Sensory

In a study by Nike – it was discovered that by adding scents to their stores they increased purchase intent by 80%. The key is to know which smell is in accordance with the brand. Looking at a monitor or an ad is only about one sense - sight. The omni-sense experience that can be communicated during a PR event or inside a store/office cannot be replaced with anything else.

<http://bit.ly/2ftWn5O>

Applied Intelligence: UHNWI Prospecting

One of the golden rules of targeting the Ultra High Net Worth Investors is being able to treat every one of them as a segment of one. Understanding that their notion of space and time is completely different from the conventional perception is key. Thus the research toolkit of luxury brand managers needs to be improved with the methodology of high psychographics.

<http://bit.ly/2fq1djx>