

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Loungebuddy

LoungeBuddy is the only App that makes it possible for all travelers to view, book, and access airport lounges around the world.

<http://apple.co/1ibKVYT>



Books

Age of Discovery by I.Goldin & C.Kutarna

This new book is about navigating the risks and rewards of the current ongoing Renaissance. The authors explain how we can learn from the previous Renaissance to make sense of present shocks.

<http://amzn.to/2b8lZ4e>

Personalization

The message of the article is prepared with the right intention but the recommended approaches on achieving personalized content are very insufficient. It is necessary to master data-interpretation and psychographics because the end requires a more relevant internalized means.

<http://bit.ly/2aLnW5D>

Mini article

Twitter is opening up 'Moments' for all its users to battle Snapchat and Instagram Stories.

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

Quantum Computing

Which brands are involved in quantum computing R&D?
What should marketers learn from this type of computing?
Will this technology help us make the computational transition from the quantity-dominated business world to a more quality-oriented one ?

<http://bit.ly/2aVCj8I>

Instagram Contact

Instagram has expanded its offer for advertisers by launching an insights tool and a 'contact' option/button for official business profiles as it continues to shape its e-commerce offering.
Customers are now able to reach out directly to brands.

<http://bit.ly/2brXlv4>

World's Searching

See how the world is searching. Google is rolling out a new Trends hub to give the audience a bit more insight into what people are searching during the global athletics event Rio Olympics 2016.

<http://tcrn.ch/2bbDCzT>

PR Planning

Craig Cincotta, Senior Director of Marketing Communications at SAP, lists the 10 public relations principles every PR practitioner should consider as they go through the process of assembling an effective plan. It is important to remember that failing to plan is planning to fail and as Dwight Eisenhower put it: 'Plans are useless but planning is essential.'

<http://entm.ag/2aKEWdv>