

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Gboard

The awareness about the importance of keyboard-apps is growing. Google releases keyboard for the iPhone with built-in search features to quickly search for places, images, GIFs, even emoji.

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

Books

Connectography by Parag Khanna

"He makes a persuasive case: Connectography is as compelling and richly expressive as the ancient maps from which it draws its inspiration." - Sir Martin Sorrell

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



Beer Marketing

Budweiser renames it's brand as 'America'. This move is quite on code with the collective unconscious of beer consumers in the US. However, a sensationalist strategy is always weaker than a viralist strategy in the long term. This is a move of bluntness rather than of the much adored simplicity.

<http://nyti.ms/1TgRFVd>

Mini article

Facebook extends dynamic ads to Instagram and travel after they're seen by 440 million people.

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

gTLD Domains

Does moving to a new gTLD domain name help rankings? In addition to online measurements, digital marketers should also ask: how strong is the effect of having such a domain name on the level of perceptions?

<http://bit.ly/1T9OTTx>

Branding Thyself

Personal branding is moving to the next level thanks to the age of democratized hyper communication. Branded.me is one of the many new start ups that tap into this global climate. The next generations will appreciate the role of personal branding much more than the previous generations did.

<http://tcrn.ch/24o2ARy>

Powerful Relations

Here is an interesting article about the startup 'must haves' for powerful public relations. Once in a while it is important to remind ourselves that for start ups, as it is for humans, havings come from beings and not the other way around.

<http://onforb.es/iOuEPIU>

Defining PR

When the time is right, it is useful to apply the alchemical maxim of solve et coagula (dissolve and coagulate) to the very notion of public relations. This means to deconstruct it into parts and then not to merely connect but to unite all the parts together.

<http://bit.ly/iTgTYYu>