

# INSIGHTS

Branding | Strategy | Communications

## App

### *AmpMe*

AmpMe is a cool app born out of a simple idea. There has always been demand for it. The app calibrates the music and then a single song plays through all the phones in sync. It's a great way to listen to music with a group, when there is no speakers around.

<http://apple.co/1NeiaD2>

## New book

*Misbehaving* by Richard H. Thaler

Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler tells readers about how to make smarter decisions in an increasingly mystifying world.

<http://u.to/QCGwDQ>



## Guerrilla Strategy

Every year the creatives behind Quebec City Magic Festival come up with guerrilla campaigns that go viral. This year's work is no exception. It is no doubt that such works make someone's day everyday. This is a good example of 21st century advertising that avoids the boring, imposing, monotonous messaging style.

<https://youtu.be/VUgVd7orPPQ>

### *Mini article*

Have a look at this interesting mini article about how, let alone in business, the Blue Ocean Strategy works even in politics.

<http://u.to/UDOWDQ>

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## What's ahead for gadgets?

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This was one of the biggest events at the beginning of this year. All the new tech from passenger drones to aromatic alarm clocks and panoramic ball cameras and other gizmos were on display at CES2016 in Las Vegas.

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

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## Short Domains

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The media seems to pay very little attention at this large market of short domains. Chinese buyers accounted for nearly 75% of all global short domain name purchases in 2015. The territory on the web is becoming attractive to investors in *new* ways.

<http://bit.ly/1K8iP8U>

# Apple buys AI startup

Apple has bought a startup called *Emotient*, a company that uses artificial intelligence to analyze facial expressions and understand people's emotions. An Apple spokeswoman confirmed the acquisition to the Wall Street Journal, but declined to comment on the terms of the deal or how Apple would use the technology.

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

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## WEF 2016 and Purpose

The WEF Annual Meeting will be held very soon on 20-23 January. Purpose-led transformation are among the topics that will be discussed at Davos. Ernst & Young made an inspiring new video about creating legacy and about EY's purpose:

<http://bcove.me/aquiq576>