

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

*Musical.ly*

Musically positions itself as an app for creating instant music videos. Lip syncing, good ratings and its community are some of the main factors it attracts new users.

<http://apple.co/2d3Y1Lm>

## Books

*The Trusted Advisor*  
by Maister, Galford & Green

The three authors show how being a good advisor is more than having good advice to give. They explain that the key to success in this area goes well beyond technical mastery.

<http://amzn.to/2d8jbUm>



## Conventional vs Digital PR

Jess Camp, a Digital PR Specialist at Blue Fountain Media, attempts to identify some of the differences between 'traditional' public relations and digital public relations. Some of her points are very meaningful but, for clarity in this context, the word 'traditional' needs to be replaced with 'conventional'.

<http://huff.to/zbCLzwi>

### *Mini article*

Vimeo introduces the new Vimeo for business. It now includes useful video hosting, digital marketing, and analytics tools.

<http://bit.ly/2d8jMW6>

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## Facebook Fin-Tech

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Among the news stories about current digital trends, one that pops out is the new feature on Facebook that lets you pay for things through the updated version of its messenger platform.

<http://bit.ly/2ccavh4>

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## Tesla Station

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Tesla now has 4,300+ superchargers worldwide. The first station that can charge 20 Teslas at once just opened in Nebbenes, Norway. It is a very on point moves that sends several messages at once. These are messages related to environmentalism, forward-thinking, place branding, meaningful PR and so on.

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

# Self-Driving Ubers

A self-driving car of Uber is roaming in Pittsburgh and A. Davies from Wired takes his first ride to reflect on it. Autonomous cars still aren't as common in this city as they are in Silicon Valley but it is, of course, a very futuristic experience that adds meaning to Uber's brand in a different location.

<http://bit.ly/2cwk34b>

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## Social Classes Pyramid

Prof. Henrich Greve from INSEAD shares with us an interesting case study about a new product in the alcohol industry. It is about how an Italian entrepreneur positioned her family's artisanal grappa as part of a larger cultural turn toward home-grown authenticity and away from mass-produced more-of-the-same realm. It is a story of a new brand of grappa climbing the social ladder. This is real world elevationist growth as opposed to the expansionist one.

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