

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Switcher Go

Unlike other live streaming apps this one lets the user insert up to four video clips during the live broadcast, turning the amateur live recording into a more professional-looking one.

<http://apple.co/2i9fmDD>

Books

Focus

by Leo Babauta

This small book written with a simple language may not provide many new ideas but it reinforces the fundamentals behind focusing. It is a quick page turner that helps focus on the top few things that are essential.

<http://amzn.to/2ivs6ky>



Brand Journalism

In 2017 those that put the brand above the SEO will continue outperforming those that prioritize SEO over the brand. A content marketing strategy must revolve around branding and not SEO. The best step for meaningful brands is to make the transition from content marketing to brand journalism.

<http://bit.ly/2idr6Wo>

Mini article

The technology that could charge smartphones in seconds is demanded more than most of the tech novelties spoken in media.

<http://bit.ly/2i9ftyS>

Curious PR

This article analyses the case with Apple's leaks and along with making other points it suggests that the brand may be doing PR through silent leaks as opposed to loud announcements. One thing is clear: the way Apple does PR is absolutely different from other brands in the sector.

<http://bit.ly/2hq9LJi>

Twitter Live

Joining the global Snapchatization 2.0 wave Twitter, too, now lets you livestream without having to use Periscope. The users can now begin to broadcast live through a status update. This will boost the content shared on Twitter and will give the social media platform a fresh stance. Enabling live video natively makes Twitter get a larger slice from the pie competing more with Facebook live than YouTube live.

<http://bit.ly/2hNH6K9>

Neuromarketing in 2017

Time Warner's CMO Kristen O'Hara says that there is "an unparalleled opportunity to integrate both the biometrics part of research and also the neuroscience piece to help us understand how consumers are really engaging with the VR experience."

<http://bit.ly/2hs8r48>

Sir Martin Sorrell on 2017

During a conference Sir Sorrell said: "Don't underestimate the sensitivity of the Chinese. If American and Chinese relationships deteriorate, that doesn't bode well for multinationals in China." One of Sir Martin Sorrell's new forecast articles is in the Economist's 'The World in 2017' issue and it is best to combine that article with this one in the Ad Age to be able to get a more lateral picture of what is expected next year in the global communications industries.

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