

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Workflow

Apple has just purchased Workflow for it is considered to be the best utility app there is. Workflow combines a bunch of steps across apps into a single tap using clearly labeled items, thoughtful hints, and drag/drop announcements

<https://workflow.is/>

Books

Audio Branding
by L.Minsky & C.Fahey

With a foreword by Dr. Philip Kotler 'Audio Branding' is a concise, practical guide on the influential world of audio branding - what it is, why it's important, and how it can be used to enhance a brand.

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



Microsoft & Connected Cars

Being aware of the growth in demand for connected car services Microsoft continues taking steps in that direction. As Korosec says in this article: "cars are increasingly morphing into computers with wheels, and Microsoft sees the same opportunity that a number of other tech companies do, including Intel, Google, Qualcomm, and NXP".

<http://for.tn/2nflg6B>

Mini article

Facebook made an unprecedented move to partner with ad tech companies — including Amazon — to take on Google.

<http://read.bi/2nn3osd>

Inspiring Podcasts

This article lists the interesting podcasts that some of the influencers and advertising world's decision makers turn to for inspiration. Some of the podcasts include a series of radio programs in which there are interviews with many great entrepreneurs of today.

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

Intel Shakes the Driverless Sector

Intel's \$15 billion purchase of Mobileye shakes up driverless car sector. As it is said in the CNBC article 'Mobileye and Intel are already collaborating with German automaker BMW on a project to put a fleet of around 40 self-driving test vehicles on the road in the second half of this year.'

<http://cnb.cx/2mG1e4s>

Futurists and Clairvoyants

The ability to foresee in the way a clairvoyant does requires constellating holistic and concentrated ways of thinking. Successful futurists also take into account that what's an esoteric fringe today can be tomorrow's normal. The ordinary man's Atlantis, so to say, is the extraordinary man's normal.

<http://bit.ly/2nv5CoO>

Mad Men's Product Placements

After 50 years Heinz approves Don Draper's 'Pass the Heinz' ads and is actually running them. The protagonist of the profound American series presented the ad campaign based on selling an idea rather than merely selling a product. As a master ad man and storyteller, his focus was on persuading the consumers rather than the client that doesn't know anything about advertising techniques. This is a very original move by the brand as it goes from product placement to advertising employing storytelling in between.

<http://bit.ly/2n1BKRL>