

# INSIGHTS

Branding | Strategy | Communications

## Apps

### *Typorama*

Typorama lets you create visuals with one-liners by "automagically" transforming your text and photos into creative typographic designs.

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

## Books

### *The Intelligent Investor* by Benjamin Graham

This book is an oldie but a goldie and it is written by the man whom Warren Buffet learnt investing from. Those of us who don't play stocks or stay outside of finance industry will look at the philosophical elements of investments in this book.

<http://amzn.to/1qoA7vc>



## Nudge Awards

Triggered by Ogilvy Change and the behavioral economics impresario Rory Sutherland, Nudge Awards are the world's first behavior change awards.

<http://youtu.be/3ZeSOzUuieo>

### *Mini article*

Google makes it easy to embed 360-degree VR experiences. Users who want to turn 360-degree content into VR content on the web can simply embed an iframe on their site, following Google's instructions.

<http://on.mash.to/1X8sX95>

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## Bridges

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Pentagon invites hackers to break into its computer systems. The Department of Defense has set aside \$150,000 to pay the cyber insiders for any holes in the military's cyber security system.

<http://entm.ag/1RRpyNv>

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## Ad Blocking Era

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Adblock Plus wins another legal battle with German publishers. The company behind the most popular adblocking software has fended off a fifth legal challenge in Germany. Online marketers will need to find less disturbing, more relevant and less distracting ways of advertising to be able to continue have some room on the web for them in the years ahead.

<http://bit.ly/1UMH6LA>

# Editing DNA

Geneticist Jennifer Doudna co-invented a groundbreaking new technology for editing genes. The tool allows scientists to make precise edits to DNA strands, which could lead to treatments for genetic diseases ... but could also be used to create so-called "designer babies." Think of having more of next Nikola Teslas, Ataturks, Da Vincis growing in our world.

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

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## Agents of Influence

When we take into account that the macro influencers (i.e. celebrities) are being overused by too many brands within the same industry we begin to realize the real power of micro influencers and, the smaller minority, agents of influence. A study conducted by Dr. Jonah Berger from the Wharton School and the Keller Fay Group sheds new light on the importance of key influencers over popular influencers.

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

