

# INSIGHTS

Branding | Strategy | Communications

## App

### *Eyecolor*

It is a free app at top charts on iTunes and it allows you easily change eye color on photos. I tested it with a photo in which my friend wasn't even looking straight at the camera and it turned out cool.

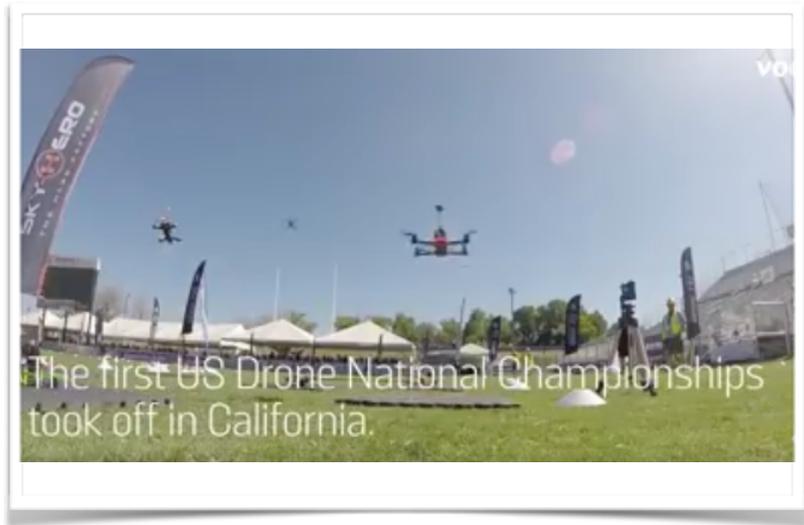
<http://apple.co/1mhcjYx>

## New book

*Independent Luxury* by Jonas Hoffman & Laurent Lecamp

This book offers strategies for the endangered independent small companies in the luxury sector. See description:

<http://amzn.to/1IKYI5Q>



## Drones and Content

2015 was the year of drones. There were many new milestones related to drones. It is a powerful tool that has its impact on many many industries but for marketing and media sectors drones are opening new doors in the branch of content development. As the birds eye view is democratized there will be an increase in holistic angle video content online.

<http://on.fb.me/1OZMpPq>

### *Mini article*

Interesting read: "Every business has a God particle." And a new term for the *Purpose vocabulary* list.

<http://onforb.es/1MSDu7y>

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## Dematerialization of the Consumer Culture

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Rory Sutherland who has always been consistent about his stance on behavioral economics and business, writes about the power of intangible values.

<http://edge.org/response-detail/26750>

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## Motivating Employees With One Word.

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Condensed words are worth paragraphs, articles, books. What is the word? How can we reduce it down to a single keyword? Which one is the top-of-the-pyramid synonym? What is the hidden code to unlock an entire scheme? See this intriguing HBR piece on motivation.

<http://bit.ly/iOF5o7Y>

# Social Entrepreneurship

This is an explainer article about the growing global movement of social entrepreneurship by Hilde Schwab and Katherine Milligan. It also includes a quote by Zia Khan, Vice-President of the Rockefeller Foundation.

<http://bit.ly/iOrcISt>

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## 2016: A year of resonating Purpose

This article by Inc. focuses on the seven reasons why 2016 will be the year business pivots toward purpose.

<http://bit.ly/iOawOfn>