

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Pyro

This new app can automatically DJ your event's music by seamlessly making transitions between your playlist songs. Play music stored on your device or stream from Spotify.

<https://goo.gl/oQj9kV>

Books

Marketing Metaphoria
by Gerald Zaltman

Marketers don't think deeply about consumers' innermost thoughts and feelings. This book reveals how to overcome this "depth deficit" and find the universal drivers of human behavior so vital to firms' success.

<https://goo.gl/pSVuDy>



Sharing the Innate

While most branding projects are carried out behind closed doors, Mozilla is taking the unusual step of documenting the creative process online. Mozilla invites discussion at each stage of the rebranding and has already made posts introducing possible themes for its new positioning.

<https://goo.gl/mQFhUP>

Mini article

What is the difference between a brand advocate and a brand loyalist? Do brands need to focus on advocates or on loyalists?

<http://goo.gl/Rhse9e>

Friends above Publishers

Facebook began putting friends above publishers in “News Feed Values”. The world’s biggest content site is changing its news feed algorithm by making values a priority this time. This means that the already strong word-of-mouth messages are even stronger now.

<https://goo.gl/Zytn3G>

Reprogramming PR

PR professionals can return to abiding the immutable and fundamental laws and do what they did before social media took over because, as David Kellis says, “the switch away from organic has been a detriment overall.”

<http://goo.gl/zf42hD>

Low Budget PR

Rich Kahn writes about helpful Do-It-Yourself PR tips for small businesses. As Kahn puts it: “Think of your brand as a human persona. The more interesting and genuine its personality is, the more trust others will feel toward it.”

<http://bit.ly/29fGuwB>

Macro-trend: Smart Cities

Alphabet’s think tank Sidewalk Lab is only one of the many examples that are working on further digitalizing the cities. The continuous trend of digitalizing cities is part of the fourth industrial revolution. Such developments improve the overall infrastructure of city life and boost cooperation between government/public sector and private sector.

<http://bit.ly/297pcPW>