

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Afterlight

'Afterlight' is a simple image editing app that offers 75 filters, 78 textures and 128 frames. It received good ratings and its straight forward editing tools aren't 'more of the same' when compared to other apps in the category.

<https://appsto.re/tr/66qkl.i>

Books

Authority Positioning by Leonardo Habegger

Your positioning determines how your clients view you, whether or not they trust you, and if they will choose to do business with you.

<http://amzn.to/2b6OleR>



Big Banks and Adding Value

The banks are one of the very few key institutions that can make or brake the society they operate in. They can be key in increasing a country's cultural capital (art, science & business) by investing in projects that are more focused on adding meaning and value in a timeless way.

<http://nyti.ms/2b7g94S>

Mini article

Today, most business leaders recognize that the process of strategic metamorphosis is something fundamental. Therefore providing a sense of a purpose is the major aspect of this process.

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

The Internet of Forgetting

Instagram introduced the new feature called Stories which is very similar to Snapchat. It is a way of targeting the segments that are interested in sharing 'imperfect', 'in the moment', 'not worth remembering', 'single use' content constantly.

<http://bit.ly/2aRz4gv>

Next Silicon Valley

Berlin's startup hub wants to prove it's more than just a scene. As state in the article "Berlin is home to 2,500 tech startups, many with a Silicon Valley flair. The next step is for one to build a Valley-beating product."

<http://bloom.bg/2adITKp>

Branding Roundtable

What is a brand? From classrooms to boardrooms to LinkedIn group discussions, this question is a perennial favorite—perhaps because these days the definition is inherently, increasingly dynamic.

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

PR in Space

This article reminds us how NASA's Apollo program changed public relations. It was very challenging for the PR team to convince those in charge that the video shot in space needs to be organic and live for the full humane impact rather than televised after several days from the landing. It was not this decision but the motivation behind this decision that began the transition from meaningless PR to meaningful PR.

<http://goo.gl/PKZBbt>