

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Tor Browser Pro*

This app is for those who want to access the dark web on the phones. It is said that the internet on the surface accessible to anyone is only the small visible side of the iceberg and the dark web is the other enormous side of it.

<https://apple.co/2yoiLVW>

## Books

### *The Four*

by Scott Galloway

Galloway deconstructs the strategies of the global tech oligopoly that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match.

<http://a.co/d/1NEKbza>



## On Customer Touchpoints

The author of this article identifies an important question: As brands juggle more and more channels to try and interact meaningfully with customers, are all these touchpoints helping or hindering? The day marketers apprehend modern individual's relationship with rituals is the day marketers apprehend notions of customer journey, spirit, touchpoints or in other words holistic brand experience.

<https://bit.ly/2EM5TPd>

### *Mini article*

This mini article is about how influencer campaigns perform poorly on reach, but can thrive on social proof.

<https://bit.ly/2y96558>

## University Entrants as a Niche for Future

Luxury brands launch college tours to meet potential customers of generation Z. Many of the brands in the luxury sphere are known for their long-termism and this move is another example that indicates how the decision-makers are interested in investing in positioning-related communication that targets the potential customers and in creating desire for the future.

<https://bit.ly/2NSkwzJ>

## AI + Blockchain

Both Dawn Song, a computer science professor at the University of California, and Ben Goertzel, the chief scientist at Hanson Robotics, have been explaining how the blockchain technology could be a crucial way to push back against some of today's most worrying trends facing the field of artificial intelligence.

<https://nyti.ms/2S2jGDw>

## Brand Reputation Study

Reputation management has become a top priority for communications and marketing leaders according to the Inaugural Brand Reputation Study that has been released recently. The survey reflects the views of 174 senior communications leaders representing top brands and PR agencies conducted between April 3 and May 4, 2018.

<https://bit.ly/2NPvZ2U>

## Social Media Comms of High-Profile Events

The wrong direction in planning and organizing the social media communications of a high-profile event is to make the event social-media-oriented rather than the other way around because a high-profile event is effective only when it is human-oriented in a qualitative and personalized manner otherwise the returns and results from the event's social media communication will be either insufficient or weak. In this article the expert panel of the Forbes comms council share some of the firsthand insights on the matter.

<https://bit.ly/2q2c9rx>