

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *TaskRabbit*

This app that was recently acquired by IKEA and was all over the news. From home repairs and moving to errands and cleaning, TaskRabbit finds a trusted and skilled person to handle tasks at an affordable price.

<http://apple.co/2fUv4ji>

## Books

### *Competing on the Edge* by S.L. Brown & K. Eisenhardt

By adroitly maneuvering through chaos and time, managers can avoid constantly reacting to nonstop change and instead set a rhythmic pace that others must follow, thereby shaping the competitive landscape—and their own destiny.

<http://amzn.to/2kvqe10>

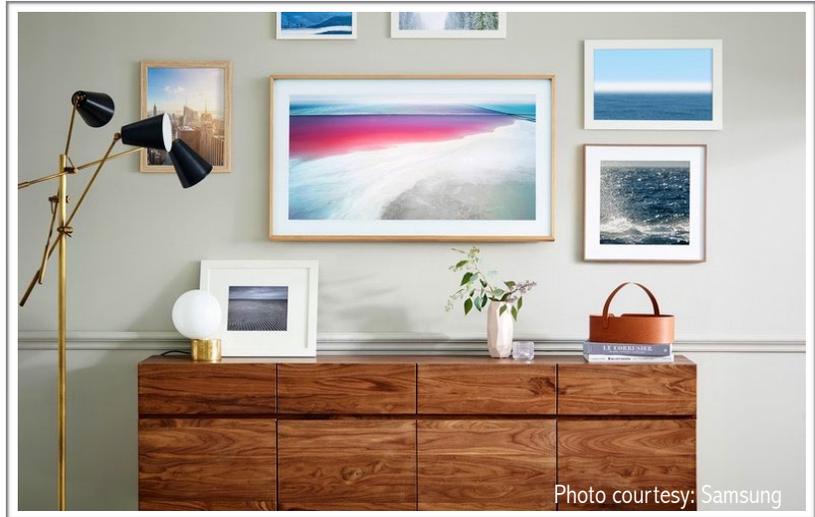


Photo courtesy: Samsung

## Samsung Frame

Some product design ideas are hidden in plain sight waiting for someone to finally discover them. This is meaningful and humanizing product design. It rebrands the medium by elevation and reminds the impact of true artistic value for the harmonious relevance of tech. Learning from luxury and humanizing lifestyles by adding aesthetics to technology the way Apple or Bang & Olufsen does is beneficial for brands.

<http://bit.ly/2gn15kj>

### *Mini article*

Green Screen is a new free extension for Google Chrome that hides banner ads with beautiful flower illustrations.

<http://bit.ly/2y8q5Fy>

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## The Essential Authenticity

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Kathleen Hall, CVP Brand, Advertising and Research from Microsoft reminded the marketing community that “The key to brand authenticity is to uncover your essence. Figure out who you are and what you stand for”. Discovering the Guiding Purpose Strategy is essential for brand DNA and authenticity.

<http://bit.ly/2y8FwxV>

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## Teachers as Ambassadors

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Teachers, Professors and Scholars can be one of the ideal brand ambassadors and ethical influencers for those new goods, ideas or initiatives that are beneficial both for society and add educational value. Similar to the way the communication of luxury brands often carries educational value, this approach too can be a true win-win.

<http://bit.ly/2g21pbA>

## Brand Archaeology

According R. Klein, the trust in business crisis can be overcome or avoided by digging down to a brand’s base to re-discover what made it special in the first place. The essence is what makes a brand authentically, meaningfully, irresistibly special in today’s over-communicating globalized markets.

<http://bit.ly/2xr8Qf3>

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## An Ode to Creativity

As Sir John Hegarty emphasizes, technology may be useful but human creativity is priority. A creative message is not only memorable and effective, creating the right associations with the brand in the minds of consumers, but it also can go deep into the soul and touch the very heart of the viewer, reader, or listener. Here is good compilation of Cannes Lions award winners that put creative poetry in the center of their ads.

<http://bit.ly/2yyqHp5>