

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *SimpleMind*

The user-friendly app SimpleMind is a mind mapping and brainstorming tool that helps users organize thoughts, remember things, inspire creativity and generate new ideas.

<https://apple.co/2Kvz1aL>

## Books

### *Global Village* by Marshall McLuhan

Marshall McLuhan, the media effects analyst, known for the accuracy of many of his predictions is even more relevant in the 21st century than he was in the previous century. This book explains the acoustic and visual spaces in relation to media systems.

<https://amzn.to/2MVfraW>



## SuperBowl - a Platform?

This year too the ad spendings during the SuperBowl reached astronomical numbers. It's important to note that more brands spend 5 million USD (or more) on an ad to support a cause. In addition to that the widespread comment on this year's game is that actually the game was much less exciting to watch than the well-prepared ads.

<https://bit.ly/2CPi9tS>

### *Mini article*

Scheduling videos on Instagram is now possible through platforms like Hootsuite.

<https://bit.ly/2TKrAS6>

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## Purpose Encoded

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Definition, identification, code and purpose are all strongly interrelated between each other. Britain's new stewardship code launches at a critical time. Articulating social purpose right - whether for business or investors - is always an excellent place to start.

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

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## Top Place Brands in 2019

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These are the 10 best countries in the world in 2019. For the third consecutive year, Switzerland is the world's best country, according to a new ranking from U.S. News & World Report. As written in the article the ranking evaluates 80 nations according to 75 metrics such as quality of life, economic influence, power, education and eco-friendliness, among other factors.

<https://cnb.cx/2Gi5zaK>

## Valuable Brands List

Brand Finance has released its annual report for the world's most valuable brands in 2019. David Haigh, CEO of BrandFinance, commented: "Chinese brands are braced for the trade wars ahead and starting the year confidently, seeing notable rises in brand value across a variety of sectors: tech, banking, insurance, and real estate."

<https://bit.ly/2FN6z6f>

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## The Potential of Podcasts

The Swedish company Spotify is a music streaming platform that wants to become a podcast company too, which is why it has bought two podcast startups and it wants to buy more. Daniel Ekup, CEO of Spotify, said that he aims at spending about \$500 million on acquisitions this year. Podcasts are a new form of radio. As a medium, podcasts, like radio, have the potential to bring the theatre of the mind to life. This distinguishes it from many other media. The media effects analyst Dr. Marshall McLuhan was right when he explained that radio people are far more literate than the TV people.

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