

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Firefox

The Firefox browser's app is worth downloading especially for media professionals and researchers as it allows to listen to YouTube while the phone is on lock. Firefox was also voted one of the most trusted internet companies for privacy.

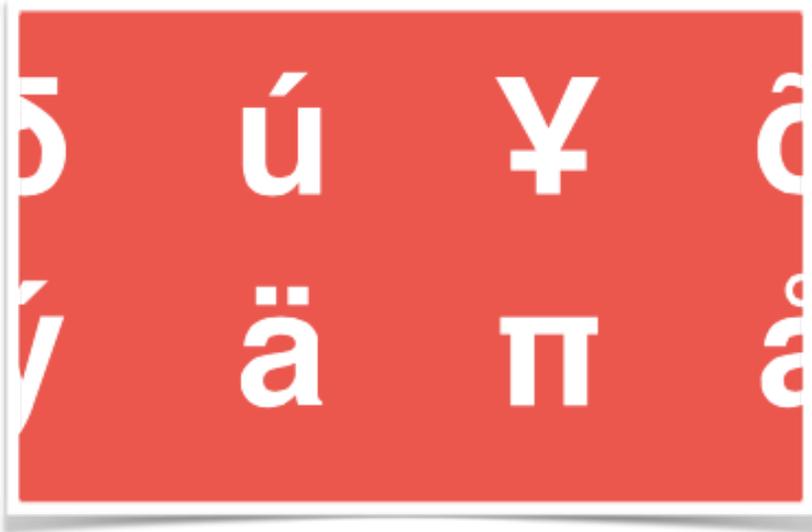
<http://apple.co/2odp8oP>

Books

The Organized Mind
by Prof. Daniel J. Levitin

Thinking straight in the age of information overload is becoming a challenge. Before it becomes so, the necessary measures need to be taken in an organized manner.

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



Naming System

A name is a code that contains in itself the compressed meaning that can be read from several sides all of which point to one that triggers visual and verbal memory. As Paola Norambuena from Interbrand says: "A great name makes an impression without revealing what went into its creation."

<http://ow.ly/dwt73oaa9Hl>

Mini article

YouTube will now block ads on channels with under 10,000 views. It is one of the moves through which the brand can increase its value in the eyes of the visitors.

<http://tcrn.ch/2oOPu3z>

Facebook's World Content Feed

There are more and more complaints and criticism about Facebook's increasing loss of focus. It is departing too far from its original purpose. It has added a new button for 'world feed' that, in some ways, tries to imitate 9GAG but fails to do so as 9GAG works with the Internet's cultural mind whereas Facebook works with an algorithm.

<http://bbc.in/2oFxiKq>

Robo-Taxis

According to Edward Taylor from Reuters, the pact between Daimler, the world's largest maker of premium cars, and Robert Bosch, the world's largest automotive supplier forms a powerful counterweight to new auto industry players like ride-hailing firms Uber and Didi which are also working on self-driving automobiles.

<http://reut.rs/2ooFlK0>

Branding Products vs. Services

The global services industry is among the fastest growing industries but at the same time, we are witnessing another return to the real (tactile, analog, physical, print, authentic etc.) as the role of senses is important in branding. In this article Irene Etzkorn provides her answer to the interesting question: is it harder to brand products or services?

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

Impact of Micro-Influencers

One of the most effective sides of promoting through micro-influencers is that their audience tends to be a more targeted and focused one. The promoter, then, avoids the gamble of reaching randoms segments. The other effective side of certain micro-influencers is that some of them that may have small numbers online are more effective offline (or in the real world) than the influencers with large-scale nose-counting online.

<http://on.inc.com/2oQkodn>