

INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

Apps

Liquid Text

This is a highly praised and award-winning app that allows taking notes, making annotations and connections on screen while working on a document or research project.

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

Books

Little Bets

by Peter Sims

Reporting on a fascinating range of research, from the psychology of creative blocks to the influential field of design thinking, Sims offers engaging and illuminating accounts of breakthrough innovators at work, and a whole new way of thinking about how to navigate uncertain situations and unleash our untapped creative powers.

<http://a.co/d/8QmkWbG>



Consumers & Purpose

All multinational consultancy corporations (i.e. Deloitte, EY, PwC etc.) agree on the beneficial nature of a purpose-led strategy. It is time for them and for those in other industries to walk the talk in the year ahead. Here is an interesting interview with Bill Theofilou, senior managing director at Accenture Strategy, about the relationship between consumers and purpose-led brands.

<https://bit.ly/2RBbc5N>

Mini article

Have you ever spent more than you had planned on Facebook ads? These tools will help you keep your spending in check.

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

Influencers and Building Trust

When it comes to building customer trust in 2019, the communicational power of influencer marketing cannot be overstated especially if the influencers are trusted advisors, enlightened connoisseurs, actual insiders, authentic thought-leaders and so forth.

<https://bit.ly/2QTO9Xv>

Lessons from Luxury

In 2018 luxury was the top performing sector, growing by 42% according to Interbrand's annual Best Global Brands report. Rebecca Robins explained why saying: "As our brand strength analysis has shown, great brands begin from within. We're seeing signs of concerted investment in culture, learning and talent as luxury brands are looking to attract, retain and motivate the best people."

<https://bit.ly/2s0xV06>

Social Media Responsibility

The consumers' and customers' expectations from the C-Suite are evolving. Executives are expected to be more accountable. As stated in this article: "When you become the face of your company and its top ambassador, your social media posts become both an opportunity to humanize the brand and a potential liability for the broader organization—the impact, positive or negative, can be significant."

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

On Spreading Behaviors

This article is about the latest thinking on social networks that explains why new technologies and innovative behaviors spread. This corresponds with the growing body of research that describes behavioral change as a complex contagion, which needs reinforcing ties and wide bridges to spread. What's new for non-luxury industries is a long-established way of operating for high luxury industry. Starting locally or with a specific niche, having few but strong bridges rather than many but weak bridges are the ways to go.

<https://bit.ly/2PhYIU7>