



Here Are The Most Innovative Digital Products of 2014

Google, Snapchat, Facebook and the rest reshape the industry... 2014 saw an explosion in the Internet ecosystem, which has become increasingly mobile with more media-rich formats than ever. The largest players like Facebook and Google innovated and newcomers such as Snapchat offered ad space that theretofore didn't exist. So here's a look back at a year where fresh ad units routinely emerged onto the scene.

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The 30 Most Brilliant Social Media Campaigns of 2014

In 2014, social media campaigns seem to have hit their stride. With so many channels available for brands, from the obvious Facebook and Twitter to the more niche-serving Pinterest and LinkedIn, we're seeing brands do some special things. Take a look at this list of the best campaigns so far this year, organized by channel, and consider what you can learn from the innovative companies behind these initiatives.

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LG introduces speakers you can text

LG has a novel idea for controlling your speakers: just send them a text message. The new Wi-Fi Music Flow speakers, which the company will unveil at CES 2015 in January, can accept commands from the messaging service Line. Besides the usual play and skip commands, you'll be able to use some natural language: For instance, "play music for party" will tell the system to start a party playlist.

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Instagram purges fake accounts. Many brands suffer.

Nike, Forever 21 and Ellen lose fake fans by the hundred thousand. The great Instagram purge of the past 24 hours hit Justin Bieber hardest—3.5 million lost followers—but some of social media's biggest brands felt the sting of loss, too. The photo- and video-sharing app said last week that it would cull fake and inactive accounts, and it did its best to prepare brands and fans for the worst.

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Study: More teens are fleeing from Facebook

According to a study, in 2014, 88% of 13- to 17-year-old social media users in the U.S. were on Facebook — a drop from 94% in 2013 and 95% in 2012. Though this is still a vast percentage of teens, as was confirmed by this study in June 2014, the 6% drop sounds quite significant — especially when some of Facebook's competition is experiencing the reverse.

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BMW is developing a car that can be parked via smartwatch

BMW is developing a remote-control valet parking system for cars that can be operated by a smartwatch. The sensor-filled BMW i3 car, integrates with smartwatch and can essentially self-park. According to the company, a driver could activate the "Remote Valet Parking Assistant" via an app, which then guides the vehicle to a parking spot all by itself.

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Massive Instagram update adds 5 new filters

Instagrammers: You're getting new filters for the first time in two years. The company rolled out a massive update to its iOS and Android app Tuesday that adds five new filters and the ability to rearrange how filters appear within the app. Instagram's new filters, Crema, Slumber, Ludwig, Aden and Perpetua, will now appear first in the filter tray of the updated app.

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Samsung says wearables will be the next 'power' trend in the workplace

Wearable technology will be to 2015 what shoulder pads were to the 1980s. In a new trends report, Samsung says the next wave of "power dressing" for workplace leaders will include wearable technology. That's right — business professionals will be all about smartwatches and other wearables in 2015, which will become a status symbol of savviness and professionalism.

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What's not so hot... The 15 biggest marketing fails of 2014

From Amazon's Fire Phone flop and Apple's U2 fiasco to Facebook's drag queen name ban and McDonalds terrifying new mascot, there were plenty of mistakes from companies that should know better. Read on, learn from the mistakes and hope your team doesn't make the list in 2015...

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